

Economic Impact of Missouri's Tourism and Travel Industry: July 2002 – June 2003 (FY03)

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EXECUTIVE SUMMARY

MARKET ASSESSMENT

- During FY03 (July 2002 – June 2003), 18.6 million households visited Missouri, a 1.0% decrease from FY02. (p. 6)
- Missouri hosted 34.7 million domestic visitors during FY03, a 2.5% decrease from FY02. (p. 6)
- Domestic visitor days in Missouri fell from a near-record 105.5 million during FY02 to 102.0 million during FY03, a 3.3% decrease. (p. 8)
- Domestic travelers spent \$5.46 billion while visiting Missouri during FY03, down 1.6% from FY02. (p.9)
- Expenditures by domestic travel parties visiting Missouri during FY03 averaged \$293.03, down 0.6% from FY02. (p. 10)

TOTAL IMPACT

- Direct expenditures (on-site expenditures by domestic and international visitors plus airport-related expenditures) by travelers in Missouri were \$7.8 billion during FY03, down 1.7% from FY02. (p. 12)
- Total industrial output (the value of products produced by Missouri industries) due to travel in Missouri also decreased by 1.7% during FY03, totaling \$12.5 billion. (p. 14)
- Taxable sales revenues from 17 tourism-related industries reached a record \$7.76 billion during FY03, up 1.2% from FY02. State tax revenues (sales, income and other taxes) due to travel in Missouri during FY03 totaled \$593 million, down 2.1% from FY02. (p. 15)
- Employment in select tourism-related industries totaled a record 243,668 during FY03, up 0.2% from FY02. Travel in Missouri during FY03 resulted in employment of 184,961 people, down 3.7% from FY02. (p. 16)

TARGETING

- The average age of the heads of households visiting Missouri was 45.8 during FY03, 2.4 years younger than during FY02 (47.4). They tended to be highly educated, with almost half (47%) holding a four-year college degree. A large fraction were professionals (38%). (pp. 17, 18, 19)
- Half of the households visiting Missouri during FY02 had an income of \$50,000 or more and a large percentage (32%) had an income of at least \$75,000. (p. 18)
- There were an average of 1.87 household members in travel parties to Missouri during FY03, down from 1.89 during FY02. Singles make up the largest share of the travel parties (40%), followed by couples (28%) and families (28%). (p. 20)

EXECUTIVE SUMMARY

VISITOR PROFILE

- Most visitors to Missouri during FY03 came to Visit Friends or Relatives (45%) or Entertainment (18%). While the total number of visitors during FY03 was down 2.5%, the number who came for Business was down 22.8% while the number who came for Leisure was up 1.9%. (p. 22)
- Visitors who came to Missouri during FY03 participated in numerous activities, including: Shopping (30%), Outdoor (11%) and Theme/Amusement Parks (10%). (p. 23)
- While the bulk of Missouri's travelers during FY03 were still from out-of-state (66%), the percentage of in-state travelers increased by 3% to 34%. This is the second year in a row that saw an increase in the percentage of in-state travelers after six consecutive years of increases in the percentage of out-of-state visitors. This is most likely a result of the successful post-9/11 'Rediscover Missouri' campaign that encouraged Missouri residents to travel within the state. (p. 26)
- Travel in Missouri continues to be seasonal, but less so than in the past. The summer months of June 2002 – August 2002 had 1.89 times as many visitors as the following winter months of December 2002 – February 2003. This is a record low ratio and down from 2.00 a year ago. (p. 27)

COMMUNICATING

- Most of Missouri's visitors come from Missouri and its neighboring states, 71.9% during FY03 compared to 70.3% during FY02. Texas continues to send more visitors to Missouri than any other non-neighboring state (6.3% of all visitors to Missouri during FY03). (p. 28)
- Missouri captures a particularly large share of its own travelers (54.1% during FY03 compared to 52.1% during FY02). A large share of Kansas' travelers is also captured by Missouri (23.7% during FY03). Mississippi (3.7%) and Indiana (3.3%) are the only non-neighboring states that sent more than 3% of their travelers to Missouri during FY03. (p. 30)

REGIONS

- The top two Vacation Regions accounted for 62% of Missouri's taxable sales revenues from 17 tourism-related industries during FY03. The St. Louis Vacation Region accounted for 40%, about the same as during FY02. The Kansas City Vacation Region accounted for 22%. The Ozark Mountain Vacation Region was third, accounting for 16%, but taxable sales revenues in this Vacation Region are more highly dependent on tourism than any other Vacation Region, with about 15% of all taxable sales revenues in this Vacation Region being in the 17 tourism-related industries. (p. 35, 37)
- The top two Vacation Regions accounted for 61% of Missouri's tourism-related employment during FY03 (using 15 industries corresponding to the 17 used for taxable sales revenue data). The St. Louis Vacation Region accounted for 40%, the same as during FY02. The Kansas City Vacation Region accounted for 21%, also the same as during FY02. The Ozark Mountain Vacation Region was third, accounting for 14%, but employment in this Vacation Region is more highly dependent on tourism than any other Vacation Region, with 11.5% of all employment in this Vacation Region being in the 15 tourism-related industries. (pp. 39, 41)

INTRODUCTION

The purpose of this study is to quantify the magnitude of the economic impact of the Missouri tourism and travel industry during each of the fiscal years: FY95 through FY03. Economic impact analysis typically begins with an estimate of direct expenditures. This can be done by using proprietary models and primary data collected from in-state tourists and tourism-related businesses. However, there has been some concern over the proprietary nature of the models being used, and primary data collection can be quite expensive. Fortunately, the U.S. Travel Data Center, Research Department of the Travel Industry Association of America, has sponsored a massive data collection effort, referred to as the TravelScope project. It has been collecting data since 1994 on a variety of tourism-related variables for Missouri (the U.S., and other states, as well) using survey data from a national household panel. The present study relies primarily on the TravelScope data to estimate the direct expenditures of tourists and travelers in Missouri. Of necessity, these data are supplemented by some secondary data, but no primary data collection efforts are involved in this study.

The analysis in this study is done on a fiscal year basis. The fiscal year runs from July of the previous year through June of the current year, e.g., FY03 is from July 2002 through June 2003.

The economic impact analysis in this study proceeds in two stages. In the first stage, estimates of direct impacts are made for each of three expenditure categories. The largest category represents domestic tourism and travel expenditures, defined here as those expenditures made by domestic tourists and travelers while visiting destinations in Missouri. Estimates of these expenditures are based on TravelScope data, and it is important to note that the TravelScope expenditure data refer to only those expenditures made while at destinations. The data do not include expenditures made while in transit, including the purchase of airline tickets. Assessment of the economic impact of tourism and travel activity in Missouri necessitates forming a separate estimate of tourism and travel-related airport expenditures. Finally, since TravelScope only accounts for domestic tourists, a separate estimate is made for international tourism and travel expenditures. The second stage of the analysis involves use of an input-output model (IMPLAN) to estimate the total effect of these direct expenditures on Missouri's economy.

Economic impacts begin with the purchases of tourists or travelers to Missouri. For this study, a tourist or traveler is someone who has traveled 50 or more miles from home (one-way) or taken an overnight trip, excluding school and work commuters, flight attendants and vehicle operators. The purchases travelers make include expenditures for such goods and services as transportation, lodging, food and beverage, entertainment, souvenirs and other retail goods. These expenditures are referred to as the direct effect of tourism and travel.

Direct expenditures ripple through the state's economy. Businesses conducting direct transactions with tourists and travelers must pay wages and salaries, purchase goods and services as inputs, and pay taxes. These indirectly impacted laborers and businesses also undertake new economic activity, buying goods and services and paying taxes. This process is repeated, with the new economic activity getting steadily smaller as each round of spending occurs, until finally the ripple effect becomes insignificantly small. The combined impact of all of the spending rounds is referred to as the multiplier effect of tourism and travel.

INTRODUCTION

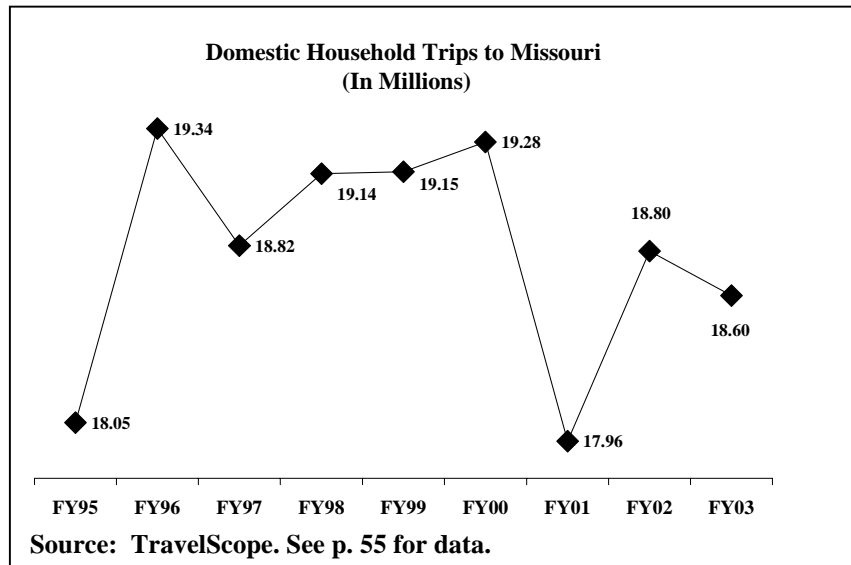
The total economic impact of Missouri tourism and travel is the sum of the direct and multiplier effects, expressed in terms of output, employment, personal income, value added, and taxes. It is important to note that tourism impacts all sectors of Missouri's economy. The research findings presented in this report show the importance of tourism to the state's economy.

MARKET ASSESSMENT

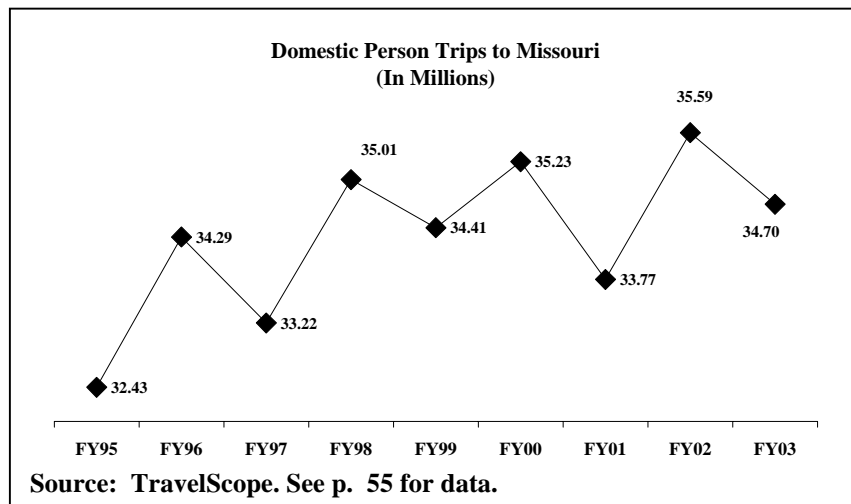
Domestic Visitors

The number of domestic households visiting Missouri during FY03 decreased 1.0% from FY02, to 18.6 million.

Note: If a household reports one trip to Missouri with four family members going on the trip, this is recorded as one household trip and four person trips.



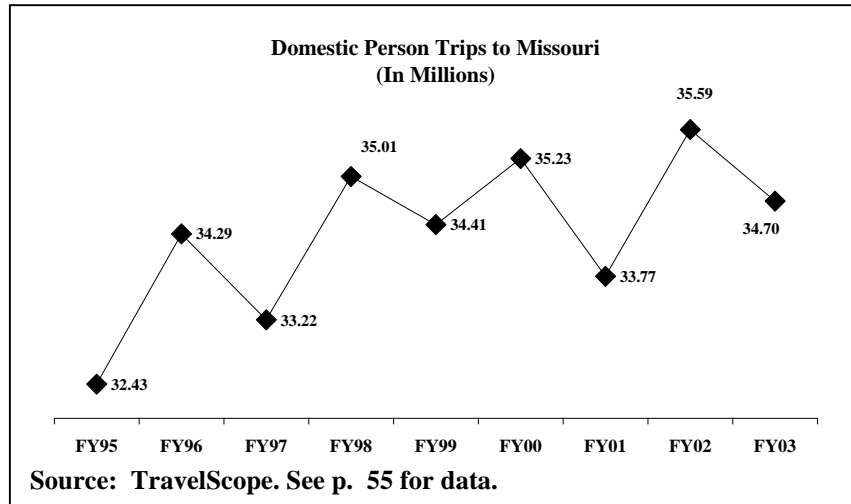
Missouri hosted 34.7 million domestic visitors during FY03, down 2.5% from the record high during FY02. The percentage decrease in domestic visitors is more than the percentage decrease in domestic household trips due to a decrease in the average travel party size (see p. 63 for data).



MARKET ASSESSMENT

Domestic Visitors

The number of travelers visiting Missouri for Leisure purposes increased 1.9% during FY03, to a record high of 30.26 million. The number of Business travelers fell precipitously, to a record low of 4.44 million.

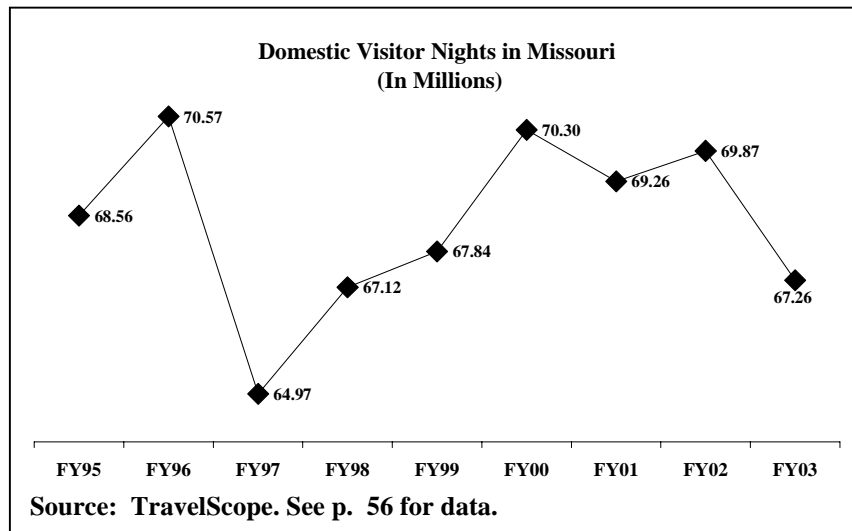


MARKET ASSESSMENT

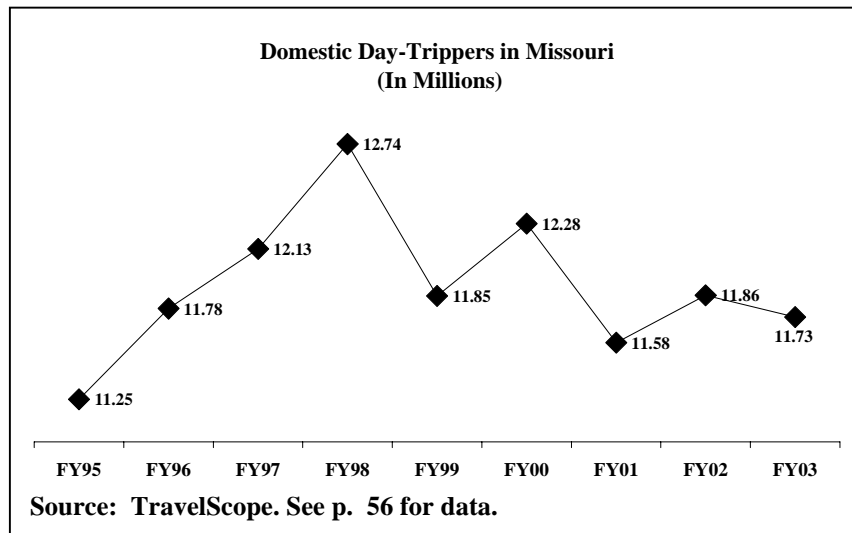
Overnight Stays vs. Day Trips

An estimated 67.3 million person nights were spent by visitors to Missouri during FY03, a decrease of 3.7% from FY02.

Note: If a household reports one trip to Missouri with four family members spending three nights, this is recorded as 12 visitor nights.



An estimated 11.7 million day-trippers visited Missouri during FY03, down 1.1% from FY02.

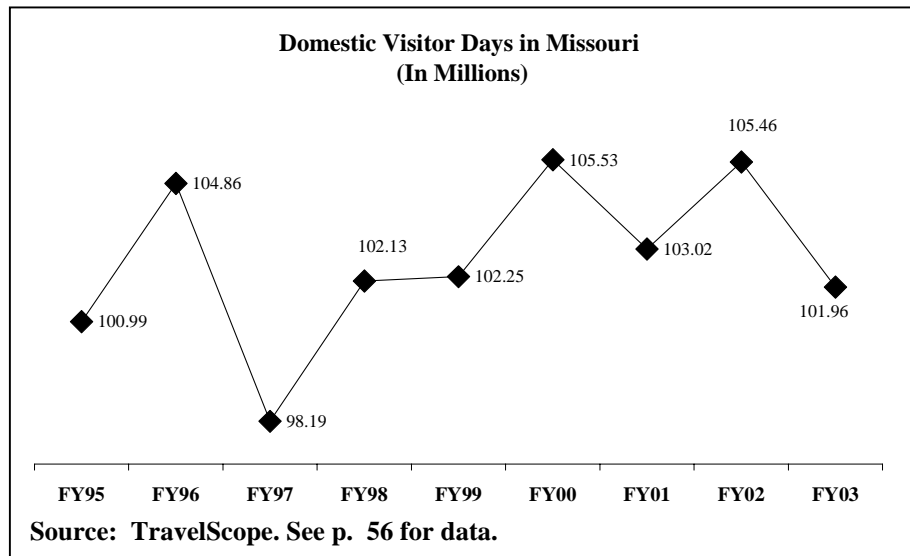


MARKET ASSESSMENT

Visitor Days

Domestic visitor days during FY03 fell from a near-record 105.5 million during FY02 to 102.0 million, a decrease of 3.3%.

Note: Each person's day-trip counts as one visitor day. For overnight stays, days are counted as the number of nights plus one. For example, if a visitor stays three nights, that counts as four visitor days.

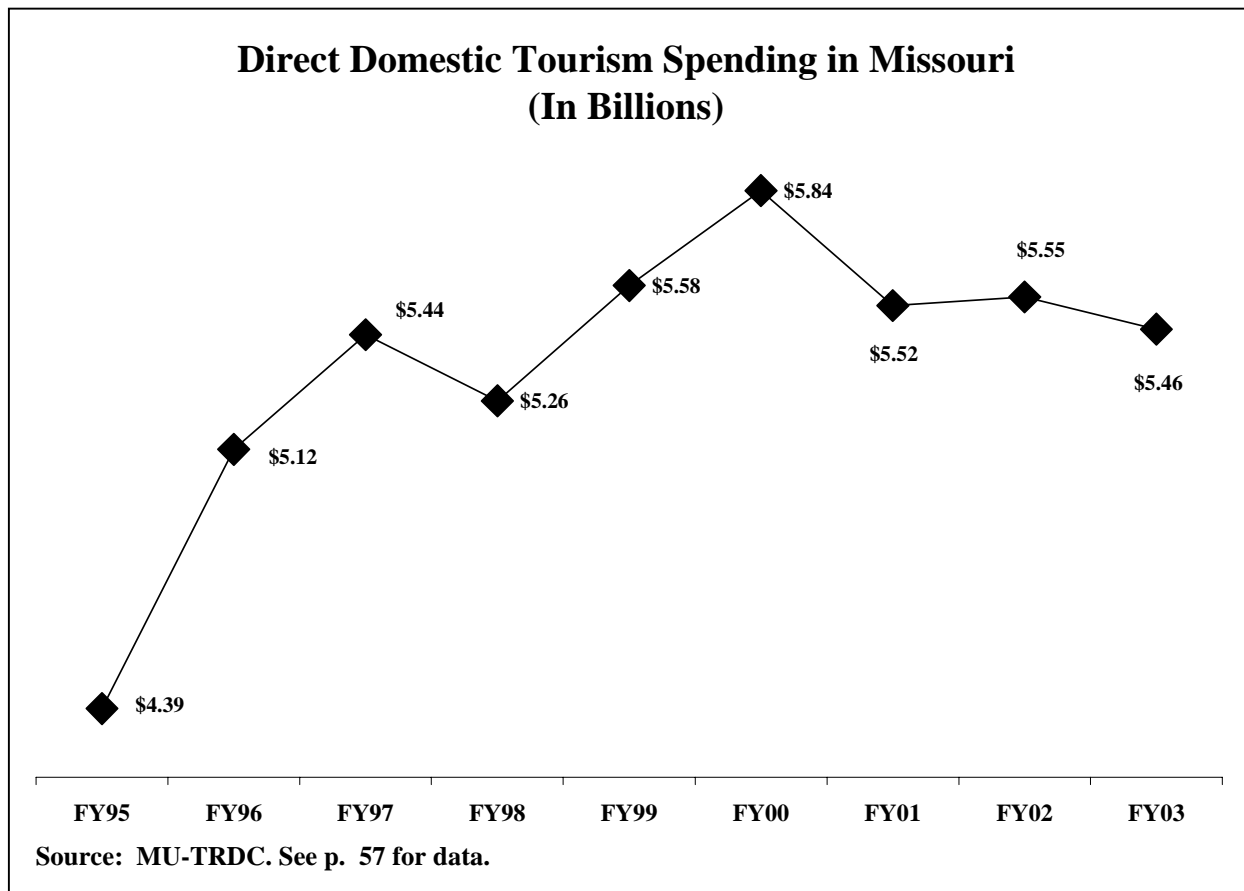


MARKET ASSESSMENT

Direct Economic Impact of Domestic Tourism

Domestic visitors spent \$5.5 billion dollars on tourism and travel while in Missouri during FY03, down 1.6% from FY02.

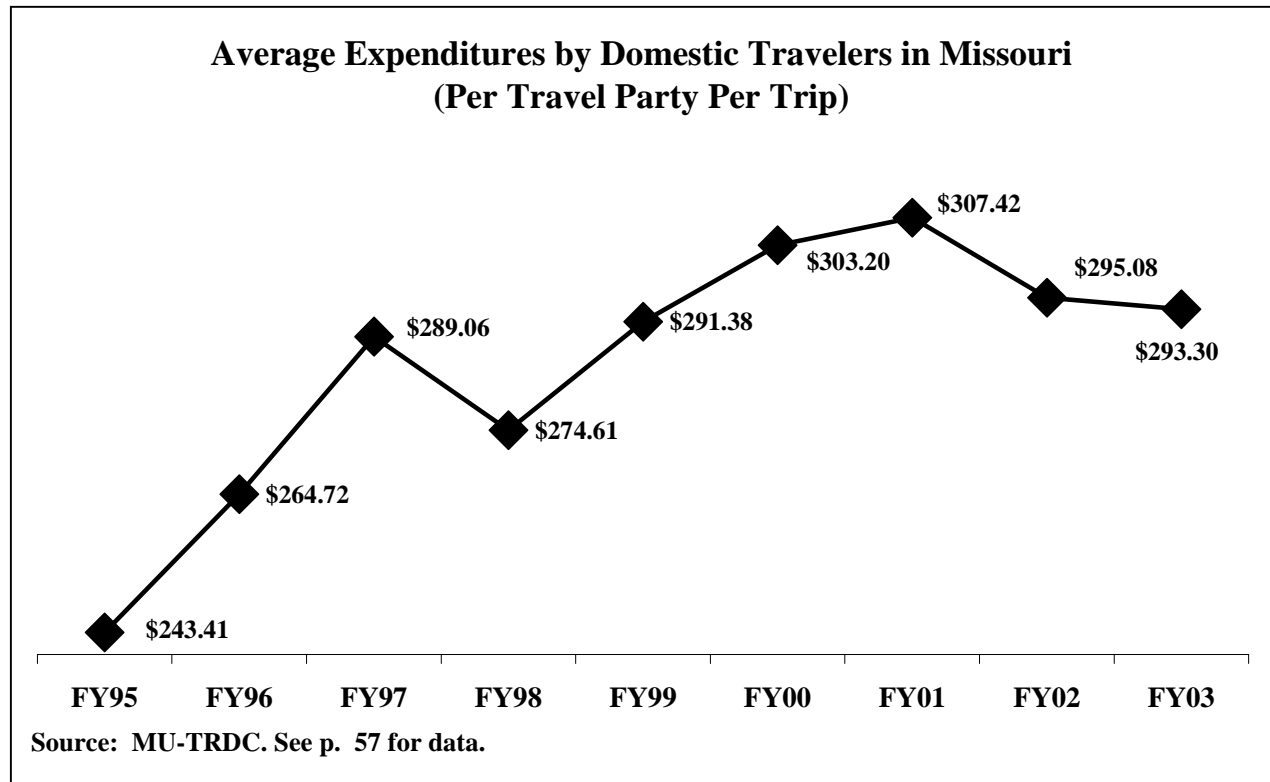
Note: *Domestic expenditures are calculated by using adjusted TravelScope data, as described in Appendix A.*



MARKET ASSESSMENT

Average Travel Party Expenditures

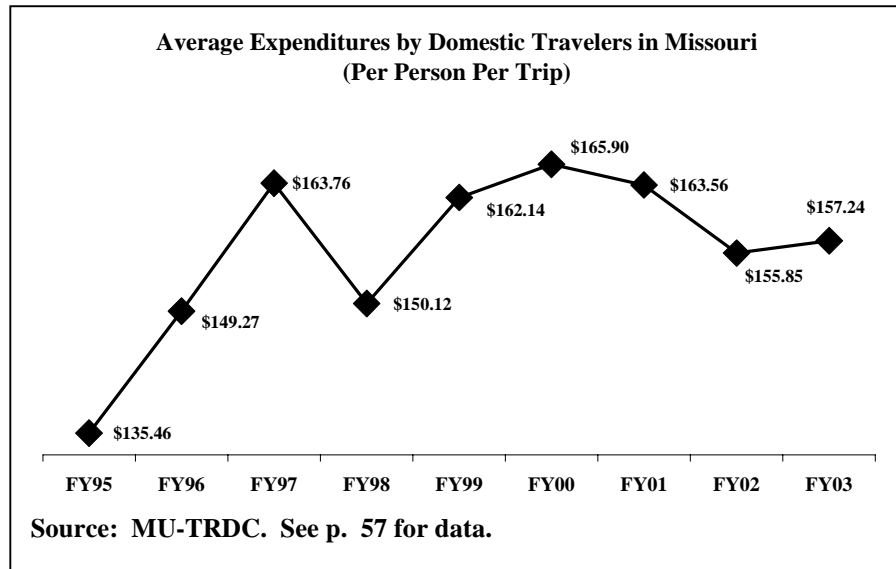
Expenditures by domestic travel parties averaged \$293.03 during FY03, down 0.6% from FY02.



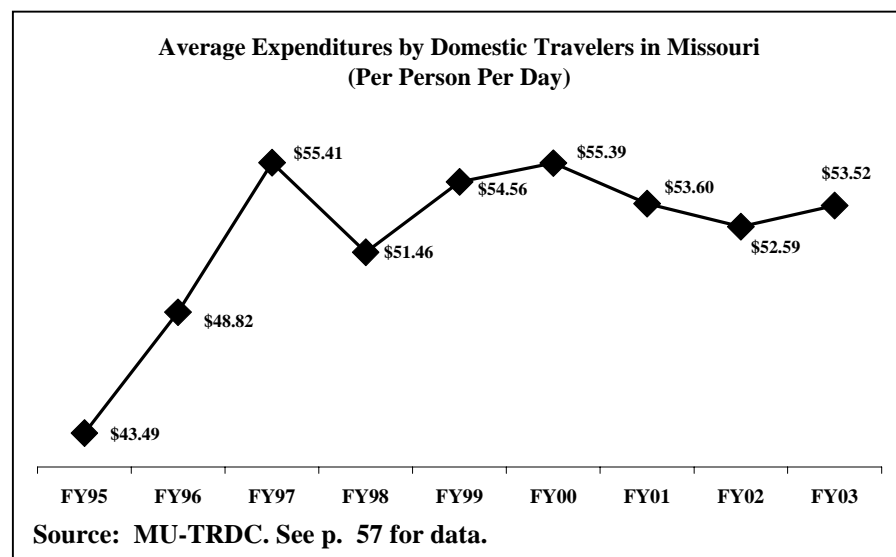
MARKET ASSESSMENT

Average Person Expenditures

Per person trip expenditures increased 0.9% to \$157.24 during FY03.



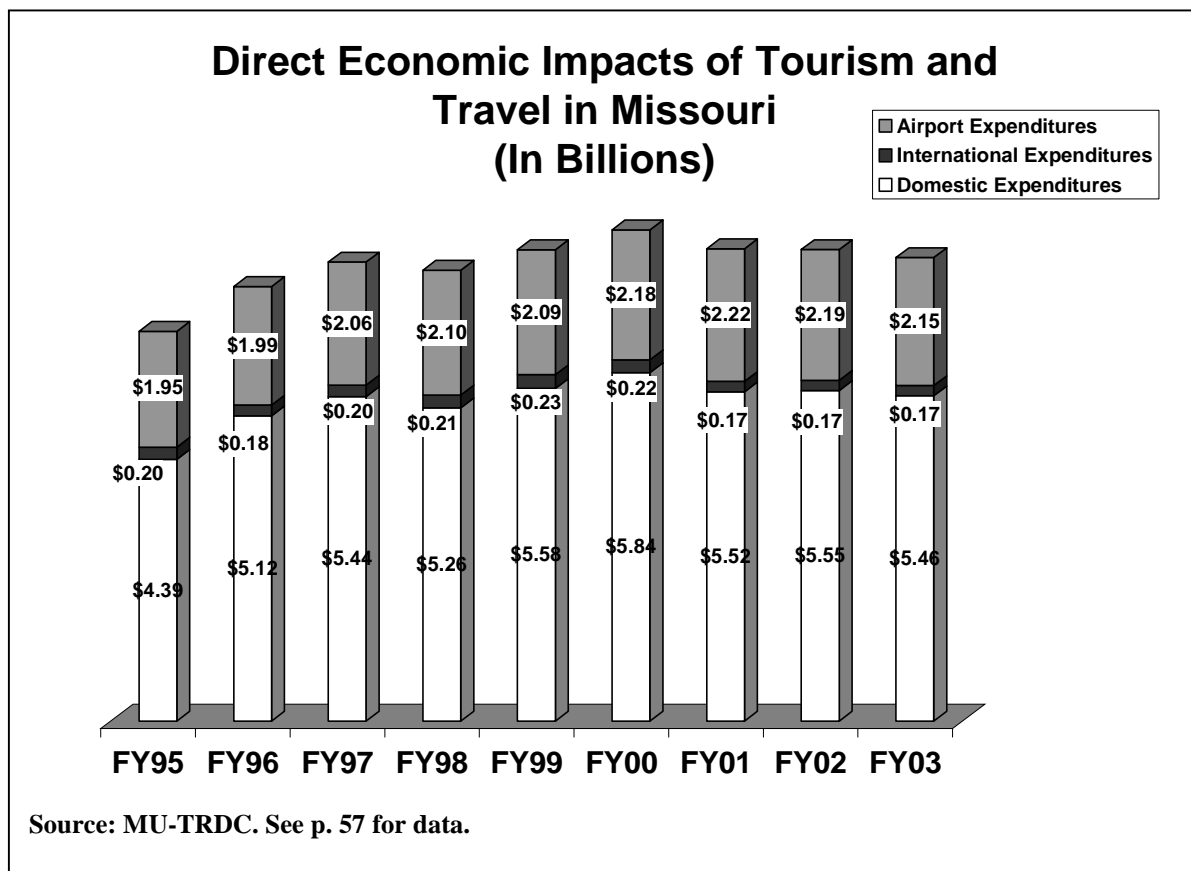
Per person per day expenditures by Missouri visitors during FY03 averaged \$53.52, up 1.8% from FY02.



TOTAL IMPACT

Direct Expenditures

Direct expenditure estimates are made for each of three expenditure categories (domestic, international and airport), corresponding to data sources. A full discussion of how these estimates are made is given in Appendix A. The largest category represents domestic tourism and travel expenditures, those expenditures made by domestic tourists and travelers while in Missouri. Direct domestic tourism and travel expenditures during FY03 are estimated to have totaled \$5.5 billion, accounting for 70% of total direct tourism and travel expenditures. This represents a decrease in domestic expenditures of 1.6% from FY02. The second category, international tourism and travel expenditures, is estimated to total \$173 million during FY03, up 1.0% from FY02. The third category, airport expenditures, is estimated at \$2.1 billion during FY03, down 2.0% from FY02.

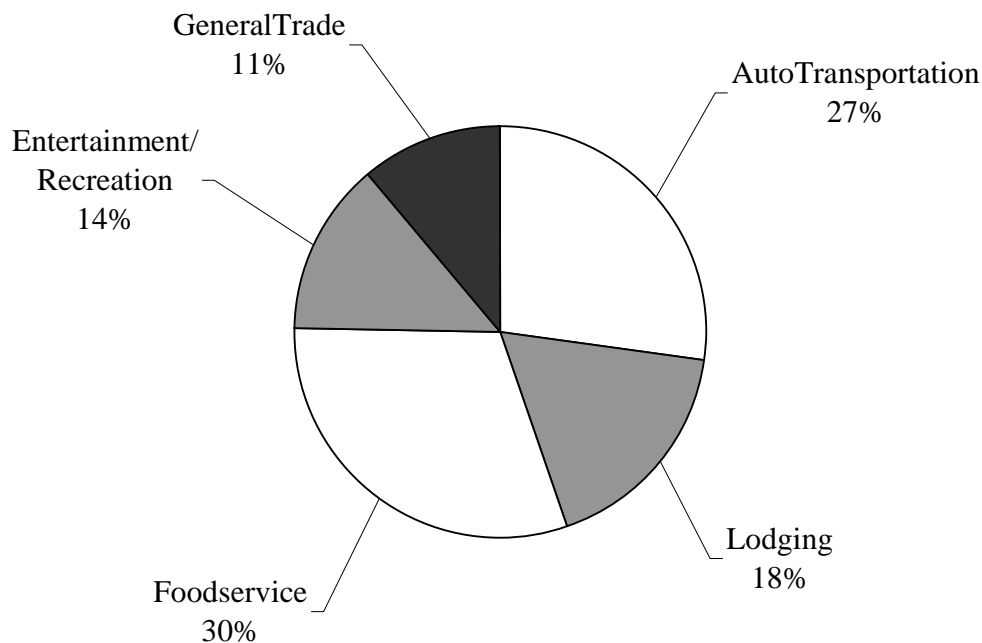


TOTAL IMPACT

Consumer Expenditure Categories

In order to perform an impact analysis, direct expenditures must be divided into categories. Since the TravelScope data only contain information on total expenditures, this division is made based on TIA's estimates. TIA makes separate estimates for categorical expenditures by domestic travelers and international travelers. This report uses weighted averages of TIA's domestic and international percentages, with the weights being the expenditures this report estimates for each of these two groups. Since TIA's data are for calendar years, the percentages used in this report for each fiscal year are assumed to be the same as TIA's for the corresponding calendar year (or the most recently available calendar year). For example, the percentages for FY95 are the percentages TIA used for calendar year 1995. The most recently available TIA report includes data through 2000. Since there is little difference in the estimated percentages from year to year, the lack of more recent data is not likely to be much of a factor. Experimentation with IMPLAN also shows its results are not very sensitive to changes in the category percentages.

Average Percentages of Travel Expenditures, by Category, FY03



Source: MU-TRDC. See p. 58 for data.

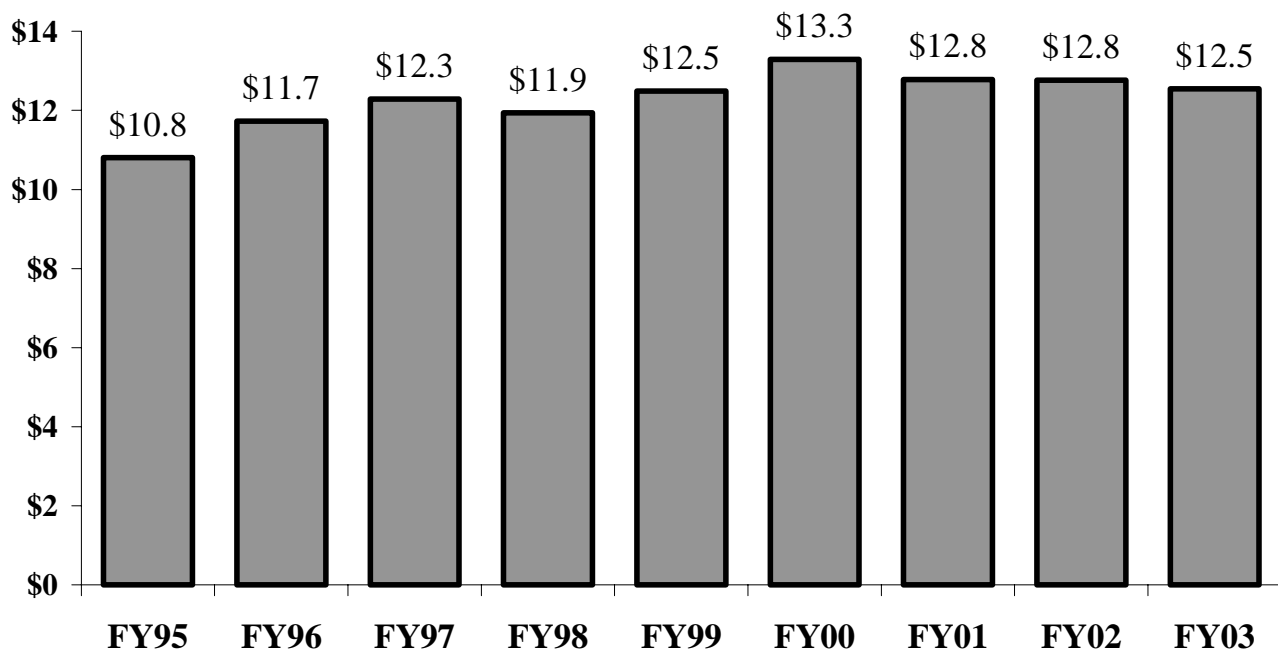
TOTAL IMPACT

Industrial Output

Total industrial output due to tourism and travel in Missouri during FY03 is estimated to total \$12.5 billion, down 1.7% from FY02.

Note: Industrial output is the dollar value of products produced by Missouri industries.

Total Impact of Travel on Missouri's Industrial Output (In Billions)



Source: MU-TRDC. See p. 59 for data.

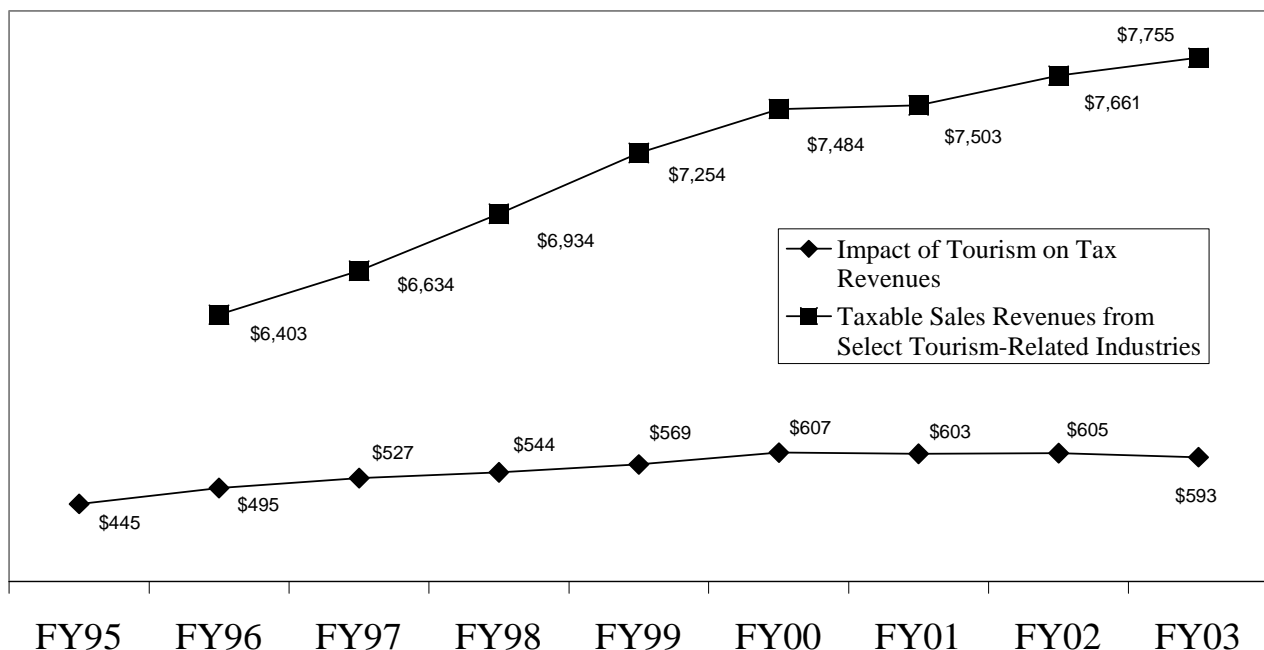
TOTAL IMPACT

Tax Revenues

Missouri tax revenues due to tourism and travel in Missouri during FY03 are estimated to total \$593 million, down 2.1% from FY02. This is an estimate of the total impact of tourism and travel on taxes collected by the state, including sales, income and other taxes. Another measure of importance is the taxable sales revenues from 17 tourism-related industries. The 17 industries are listed in Appendix F (page 104). This data is important because funding for Missouri's Division of Tourism is tied to these taxable sales revenues. Notice that even though the two measures have tended to move together, they do not measure the same thing. For example, the impact measure does not include all of the income tax paid by restaurant employees because some of them are employed to serve locals as opposed to tourists. In contrast, the taxable sales revenues would include 100 percent of restaurant sales since this is one of the 17 industries. Taxable sales revenues from the 17 tourism-related industries were \$7.8 billion, up 1.2% from FY02.

Note: Tax revenues include sales, income (individual and corporate), and other taxes.

Impact of Tourism on Missouri's Tax Revenues (In Millions)



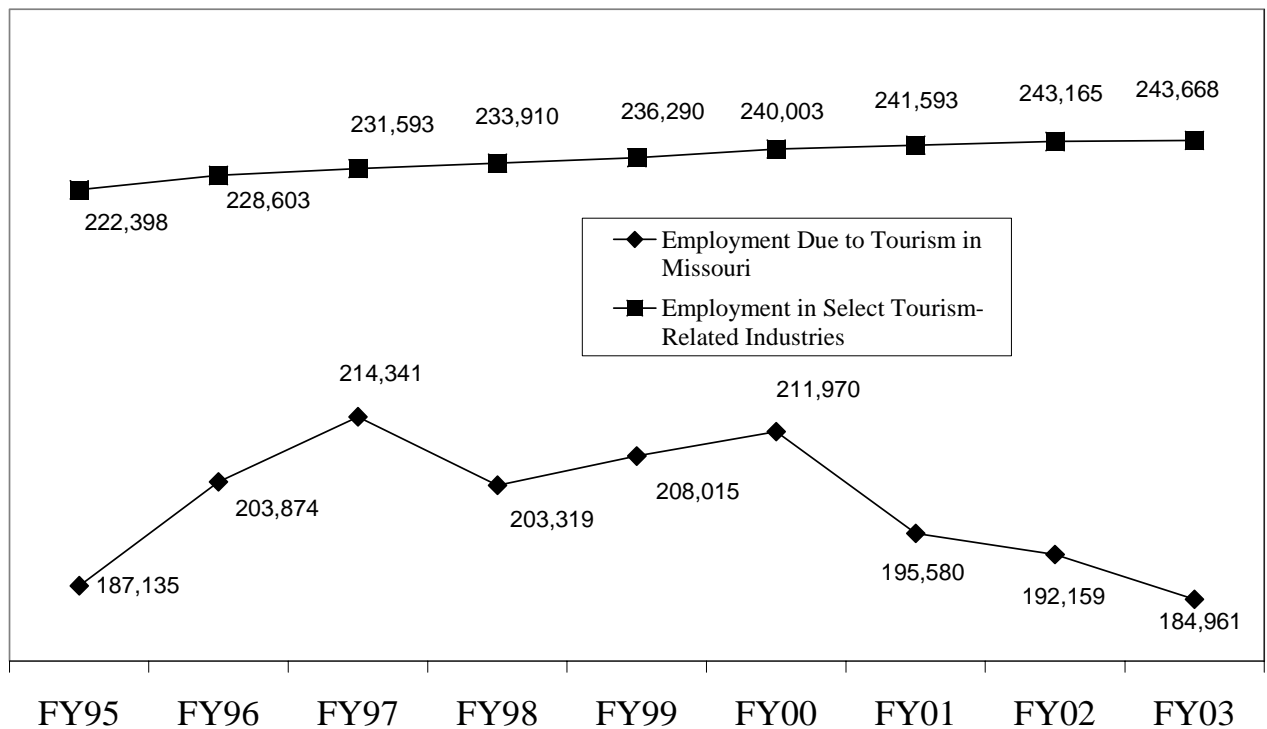
Source: MU-TRDC and Missouri Department of Revenue. See p. 59 and pp. 75-84 for data.

TOTAL IMPACT

Employment

Tourism and travel in Missouri during FY03 resulted in 184,961 jobs, down 3.7% from FY02. As with the tax data, the chart below also shows the total employment in select tourism-related industries. The industries were chosen to correspond with the 17 used to determine MDT's budget, but they differ slightly since Missouri's Division of Employment Security (which supplies employment data) and Missouri's Department of Revenue (which supplies tax data) use slightly different industry definitions. The 15 used for employment are listed in Appendix F (page 104). The data show employment in these 15 tourism-related industries totaled 243,668, up 0.2% from FY02.

Impact of Tourism on Missouri's Employment



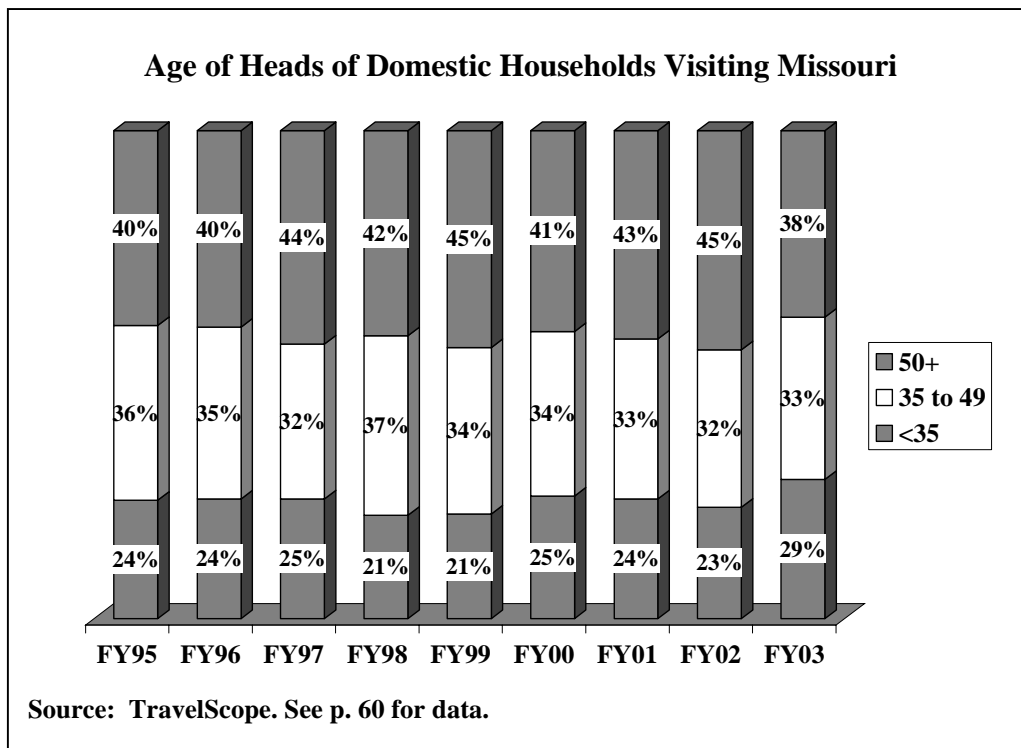
Source: MU-TRDC and Missouri Division of Employment Security. See p. 59 and pp. 85-94 for data.

TARGETING

Age

The average age of the heads of households visiting Missouri was 45.8 during FY03, 2.4 years younger than reported for FY02. More than half (62%) are under 50, with the percentage under 35 at 29%. The large differences between FY02 and FY03 are probably more due to the changes made in TravelScope's methodology at the start of 2003 (discussed in Appendix C) than to changes in the mix of Missouri's visitors.

Note: The data are for the male head of household, if present. Otherwise, the data are for the female head of household.

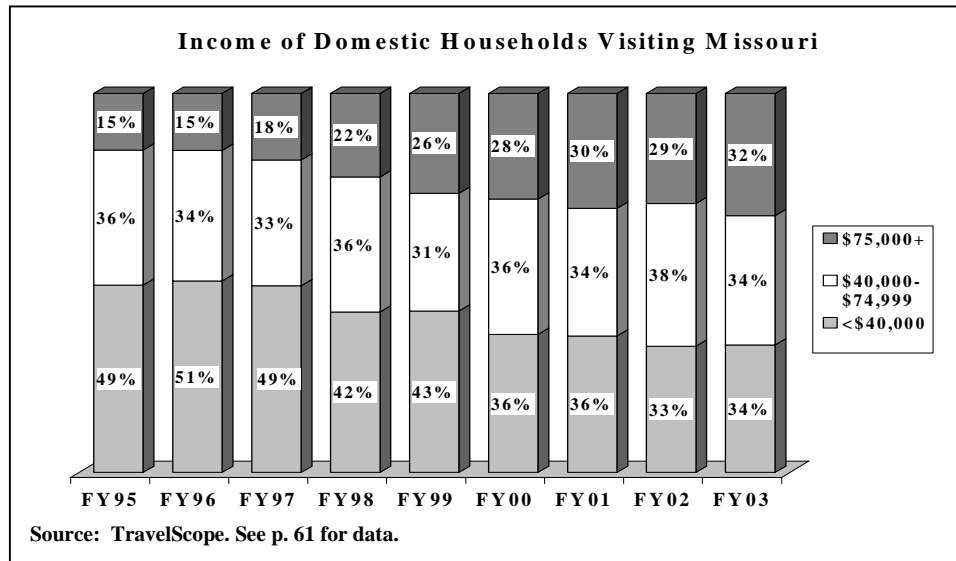


TARGETING

Household Income

The median income of households traveling to Missouri during FY03 was \$50,000-\$59,999, the same as during the previous three fiscal years. Affluent households (incomes greater than \$75,000) continue to make up a large share of the households visiting Missouri (32% during FY03). With the exception of FY02, this percentage has increased every year since TravelScope began collecting data.

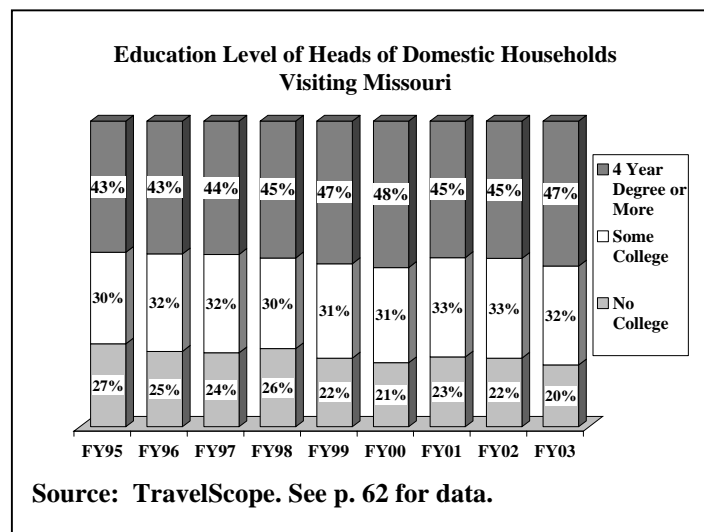
Note: The median is defined as that income level for which half the households lie at or below the median and half lie at or above the median.



Education

Highly educated households (education of head of household at least a four year college degree) continue to make up a large share of the households visiting Missouri (47% during FY03).

Note: The data are for the male head of household, if present. Otherwise, the data are for the female head of household.



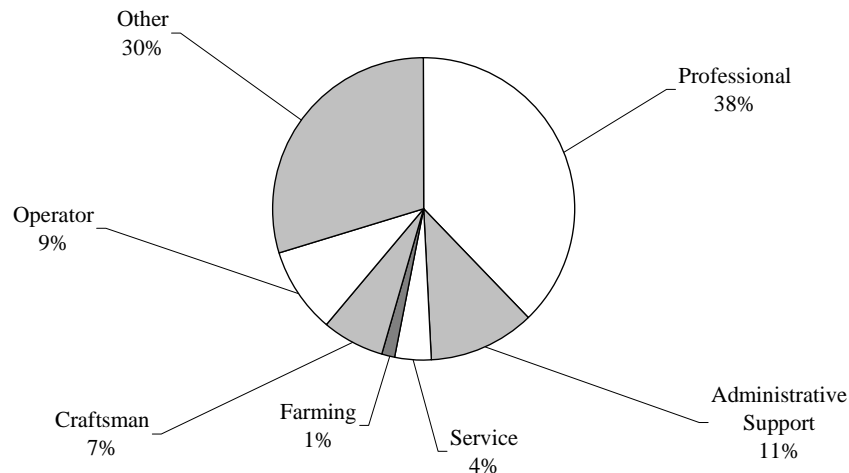
TARGETING

Occupation

Households whose heads were employed in Professional occupations accounted for the largest share of the households visiting Missouri during FY03 (38%). This was followed by Administrative Support (11%).

Note: The data are for the male head of household, if present. Otherwise, the data are for the female head of household.

Occupation of Heads of Domestic Households Visiting Missouri, FY03



Note: Professional includes lawyer, engineer, teacher, manager, doctor, RN.
 Administrative Support includes computer operator, account executive, insurance agent, broker, secretary, cashier, bank teller, technical sales.
 Service includes LPN, hairdresser, waiter, child-care worker, policeman.
 Farming includes forestry, fishing, farm management, farm laborer.
 Craftsman includes repairman, mechanic, mason, jeweler, miner, baker.
 Operator includes laborer, lathe operator, welder, driver, garage worker.
 Other includes retired, student, armed forces.

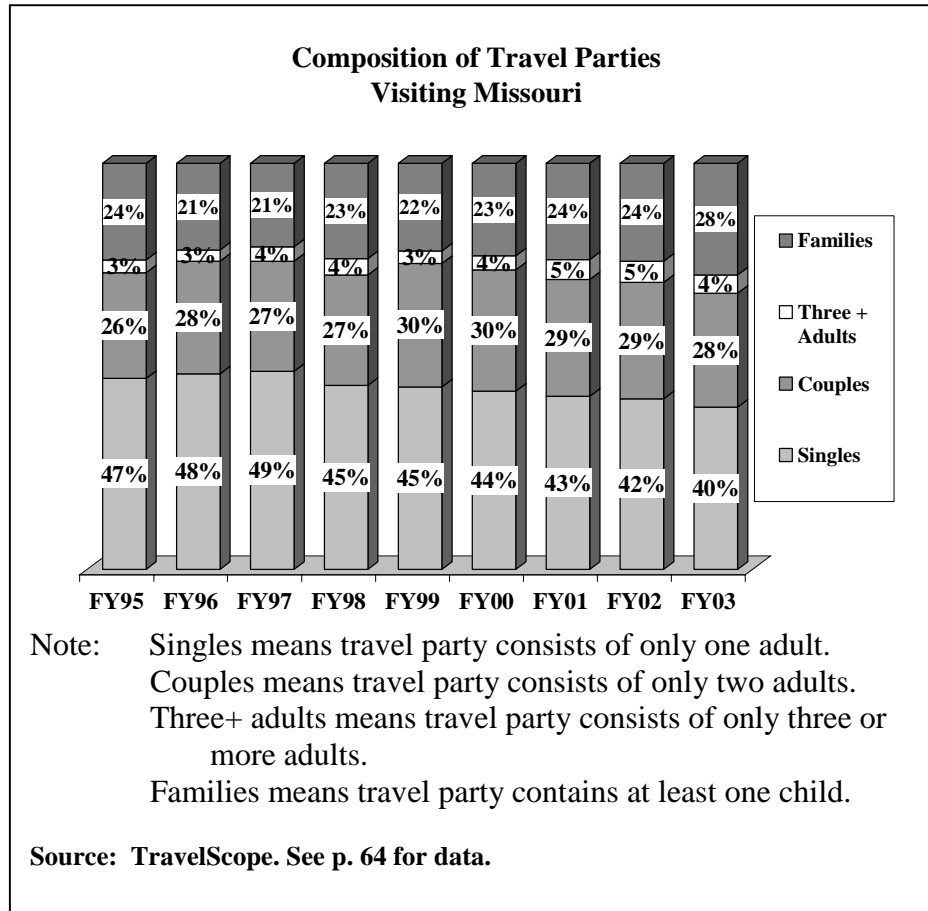
Source: TravelScope. See p. 63 for data.

TARGETING

Travel Party Composition

During FY03, the average travel party in Missouri had 1.87 people, down from 1.89 during FY02. Singles made up the largest share of travel parties visiting Missouri during FY03 (40%), followed by Couples (28%) and Families (28%). The slight shift away from Singles towards Families may be due more to the TravelScope methodology changes instituted in 2003 (see Appendix C) than to any underlying changes in the mix of visitors to Missouri.

Note: The travel party data refer to just household members in the travel party. For example, if a single person with his own household travels with a couple with their own household, TravelScope would record the single person's trip as a single travel party of size one. The couple's trip would be recorded as a couple's travel party of size two.

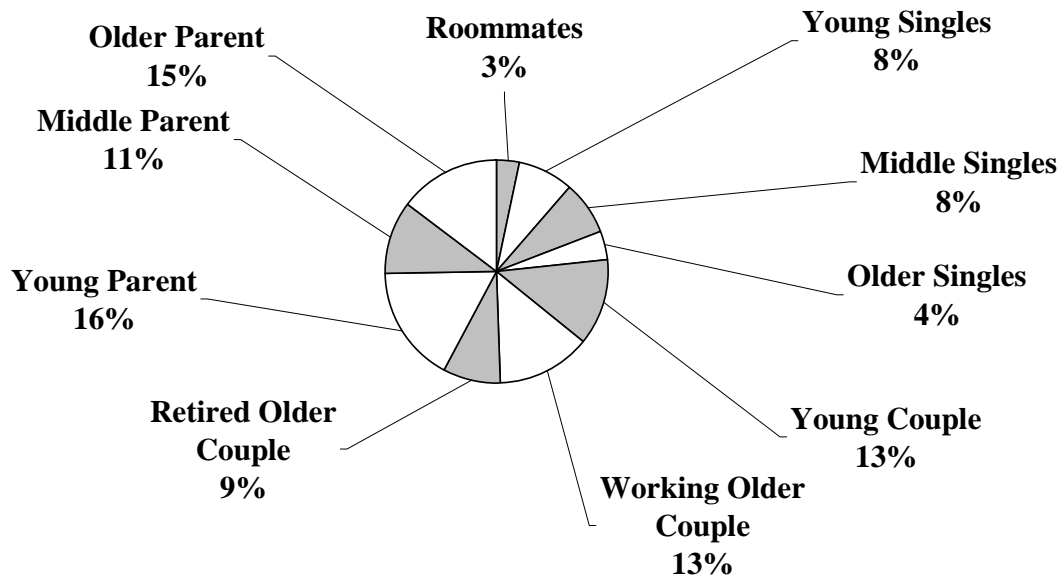


TARGETING

Lifestage

TravelScope categorizes households into ten "Lifestage" categories, with the definitions given below. During FY03, the largest share of households visiting Missouri continued to be Parents (Young – 16%, Older – 15%, and Middle – 11%), followed by Couples (Working Older – 13%, Young – 13%, Retired Older – 9%) and Singles (Young – 8, Middle – 8%, and Older – 4%).

Lifestages of Households Visiting Missouri, FY03



Definitions

- Young Singles: 1 Member Household, Age of Head Under 35
- Middle Singles: 1 Member Household, Age of Head from 35 to 65
- Older Singles: 1 Member Household, Age of Head Over 65
- Young Couple: Multimember Household, Age of Head Under 45
Married or Nonrelated Individual(s) of Opposite Sex 18+ Present
No Children Present
- Working Older Couple: Multimember Household, Age of Head 45 and Over, Head of Household Employed
No Children Present
Married or Nonrelated Individual(s) of Opposite Sex 18+ Present
- Retired Older Couple: Multimember Household, Age of Head 45 and Over
Head of Household Not Employed
No Children Present
Married or Nonrelated Individual(s) of Opposite sex 18+ Present
- Young Parent: Multimember Household, Age of Head Under 45
Youngest Child Under 6
- Middle Parent: Multimember Household, Age of Head Under 45
Youngest Child 6+
- Older Parent: Multimember Household, Age of Head 45+
Child at Home – Any Age
- Roommates: Unmarried Head of Household Living with a Nonrelative 18+ of Same Sex

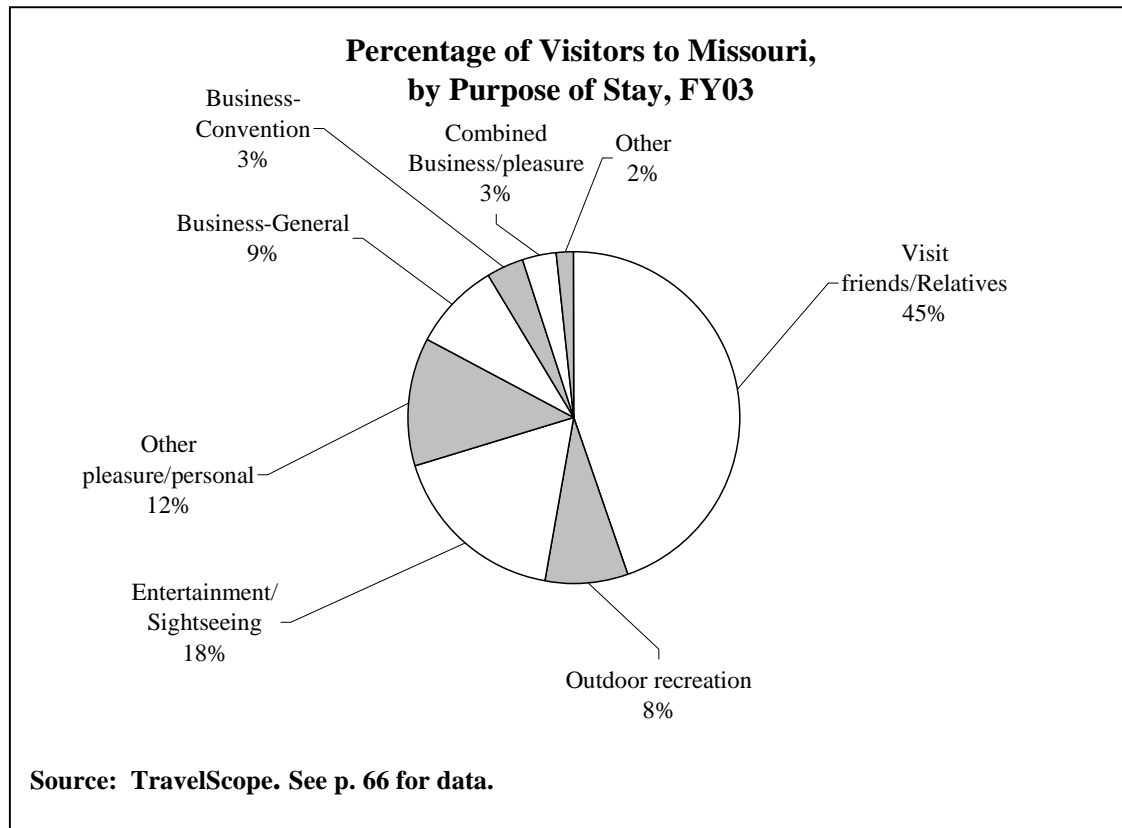
Source: TravelScope. See p. 65 for data.

VISITOR PROFILE

Purpose of Stay

Missouri was primarily a “Visit Friends or Relatives” destination for travelers visiting during FY03, accounting for 45% of all visitors. Other main Purposes of Stay in Missouri were Entertainment/Sightseeing (18%) and Other Pleasure/Personal (12%).

The percentage of visitors who came to Missouri for Leisure increased from 82% during FY02 to 86% during FY03. As discussed in Appendix C, the “Purpose of Stay” question directly impacted by the changes which went into effect at the start of 2003 and this may have accounted for the relative increase in the percentage of Leisure visitors.

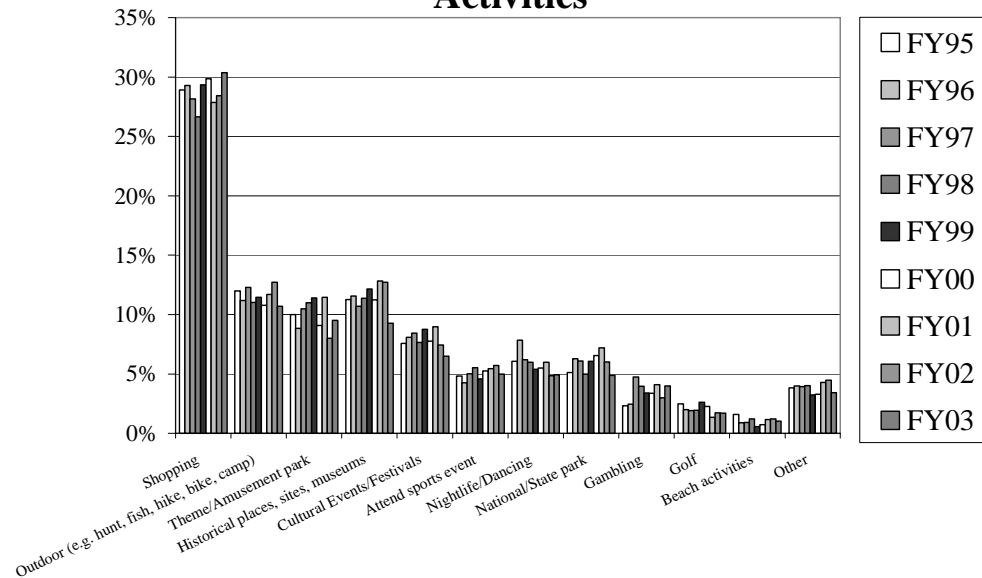


VISITOR PROFILE

Activities

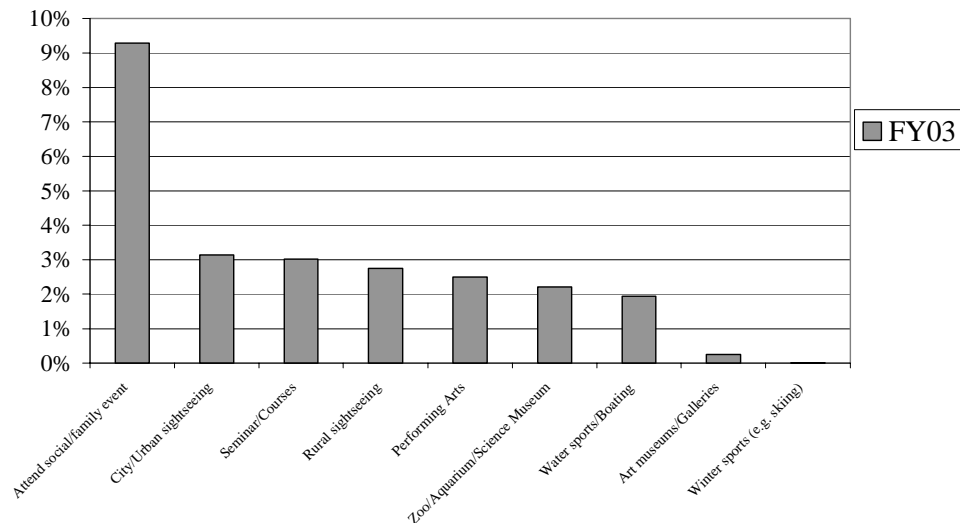
As explained in Appendix C, TravelScope added and redefined Activities as of January 2003. Nine of the activities now listed are new, with “Attend social/family event” being the most prominent (reported by 9% of Missouri visitors during FY03). “Shopping” was reported by the largest percentage of visitors (30%), followed by “Outdoor” (11%) and “Theme/Amusement Parks” (10%).

Percentage of Visitors to Missouri, by Reported Activities



Source: TravelScope. See p. 67 for data.

Percentage of Visitors to Missouri, by Newly (January 2003) Reported Activities

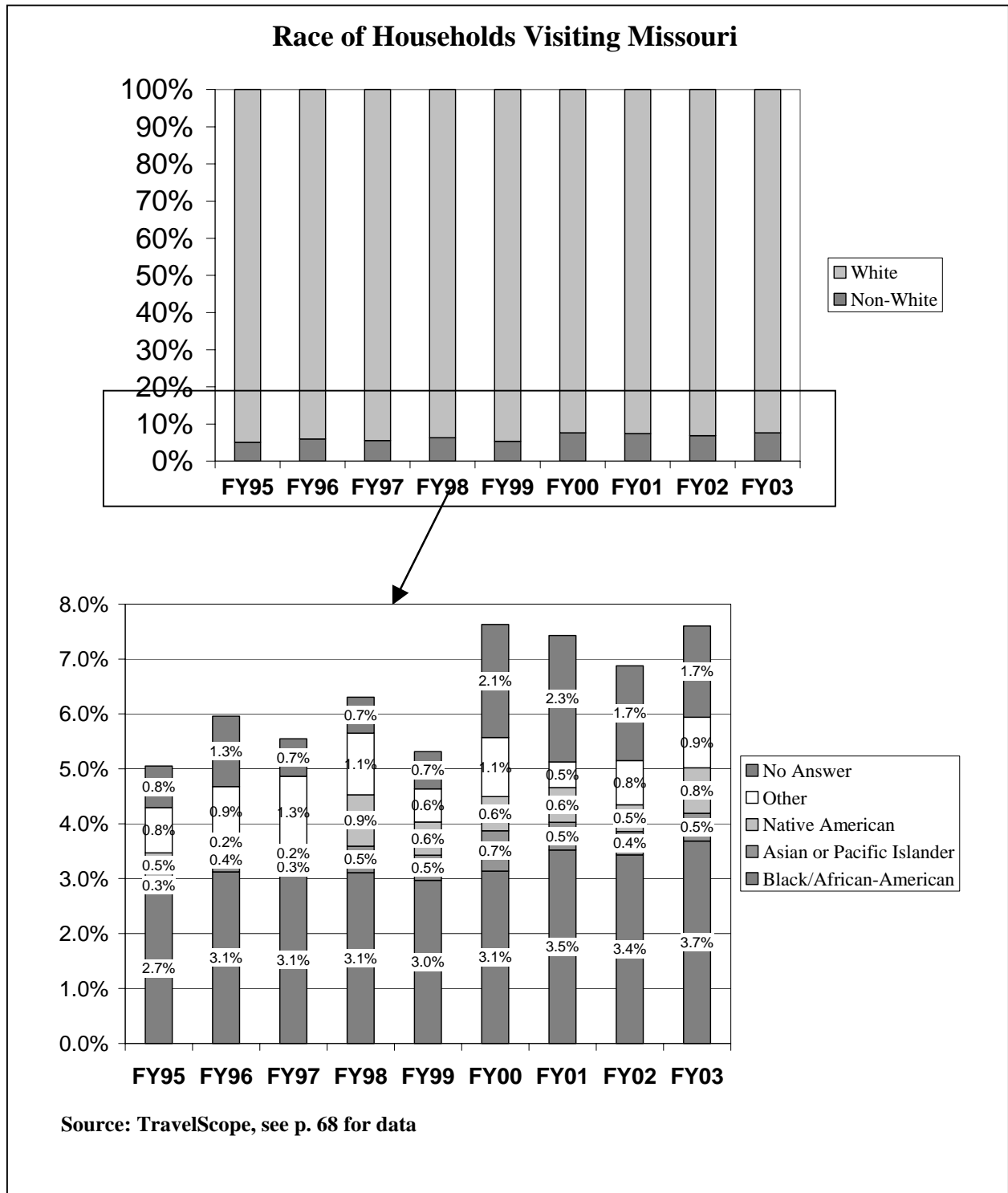


Source: TravelScope. See p. 67 for data.

VISITOR PROFILE

Race

The percentage of TravelScope households visiting Missouri that identify themselves as being Black/African-American increased to 3.7% during FY03. The percentage that did not answer the race question was 1.7%.

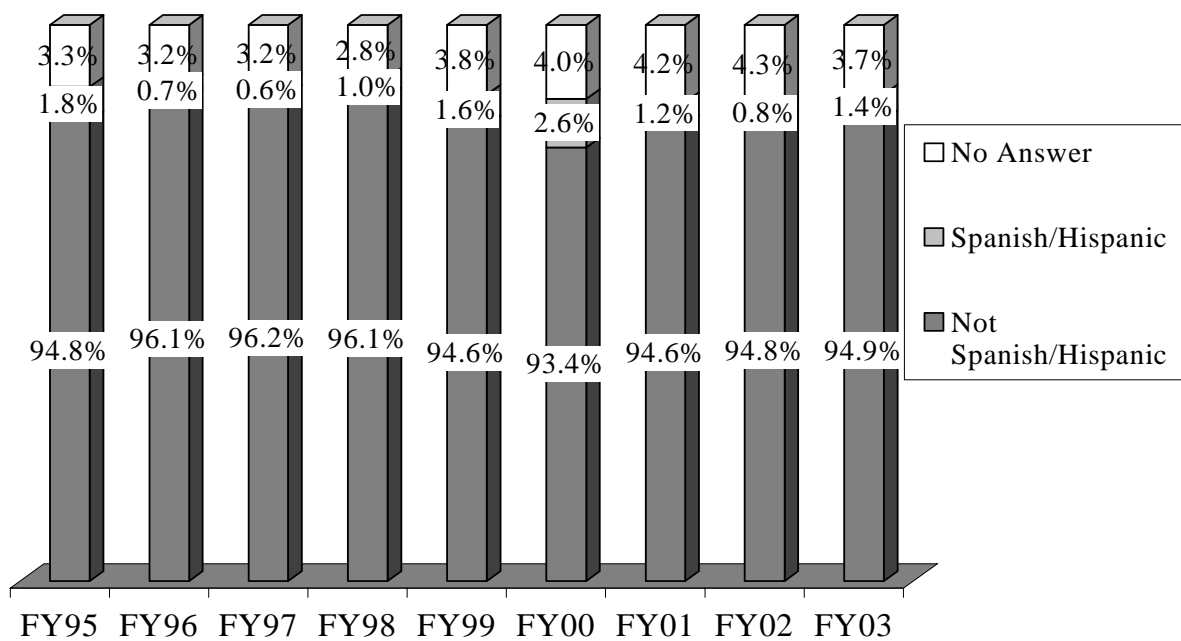


VISITOR PROFILE

Spanish/Hispanic Origin

The percentage of TravelScope households visiting Missouri that indicated Spanish/Hispanic origin increased to 1.4% during FY03, substantially above the near-record low of 0.8% during FY02.

Spanish/Hispanic Origin of Households Visiting Missouri

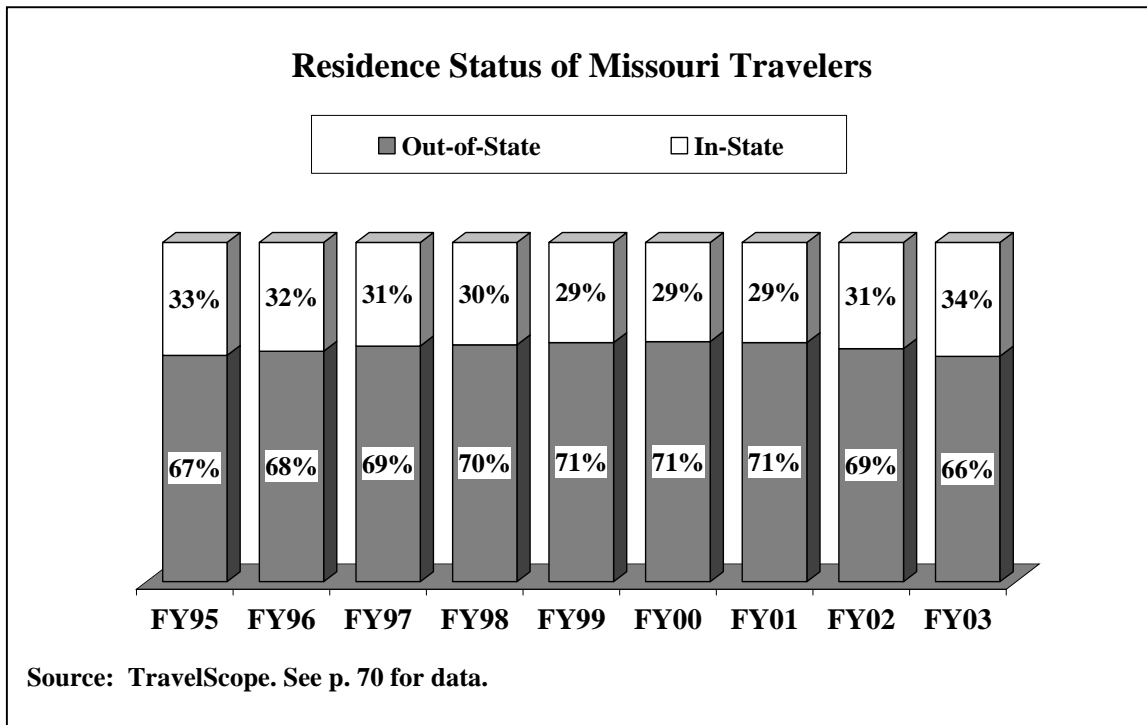


Source: TravelScope, see p. 69 for data.

VISITOR PROFILE

In-State vs. Out-of-State Visitors

FY03 saw yet another increase in the percentage of travelers to Missouri who originated from within the state, reaching a record 34%. Some of this increase may have been due to the changes made in the TravelScope survey card in January 2003 (pre-change testing suggested the new card may result in an increased number of day trips being reported and these trips tend to be in-state), but some is probably also due to the state's post-9/11 campaign to encourage residents to travel within the state.

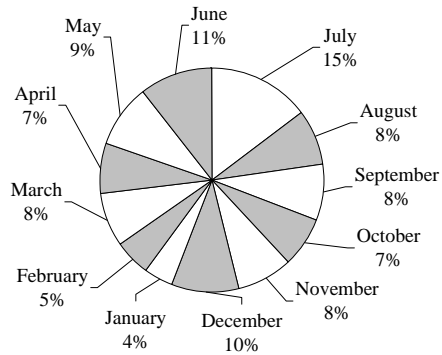


VISITOR PROFILE

Seasonality

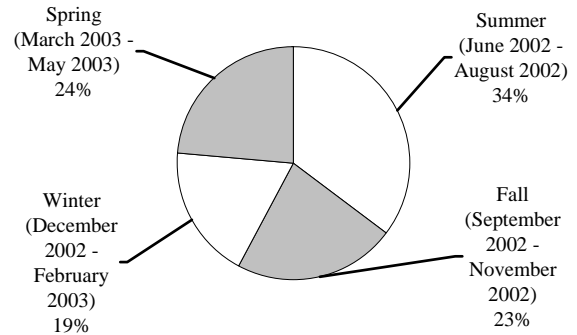
Missouri received almost twice the number of visitors during the summer months of 2002 (June, July and August) as during the following winter months of December(2002), January(2003), and February(2003).

**Percent of Domestic Visitors to Missouri,
by Month, FY03**



Source: TravelScope. See p. 71 for data.

**Percent of Domestic Visitors to Missouri,
by Season, FY03**



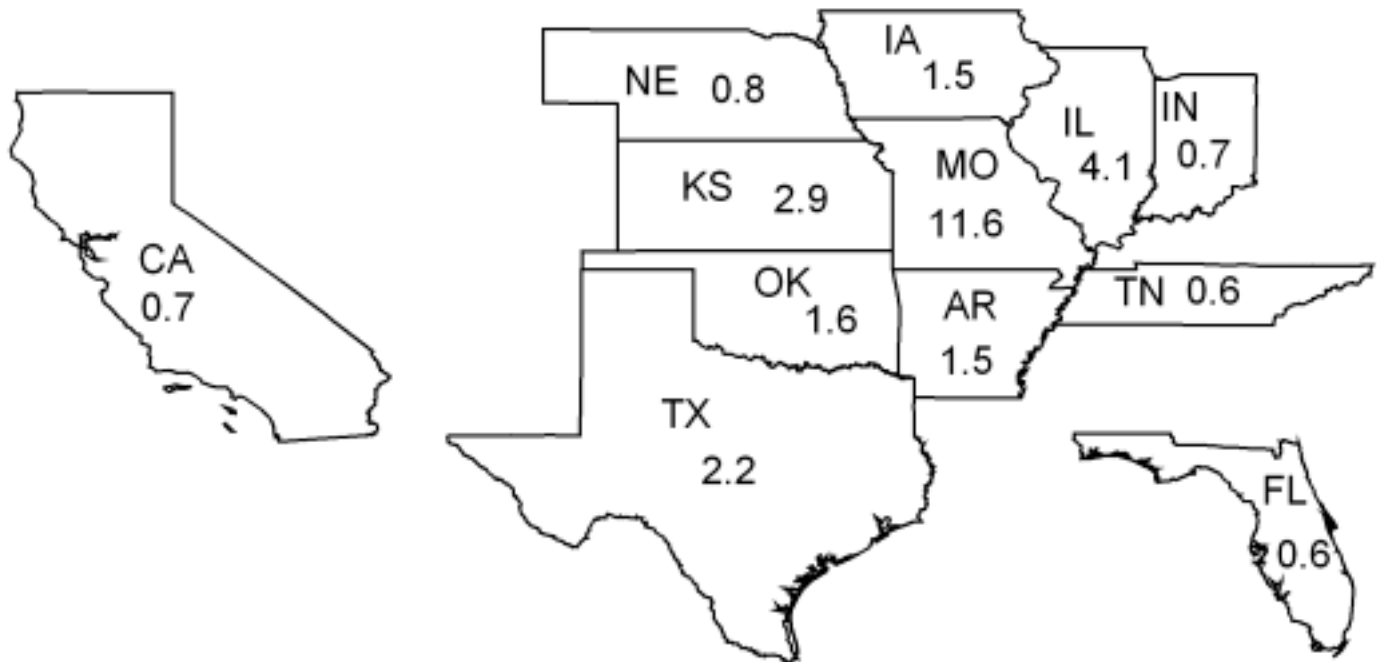
Source: TravelScope. See p. 71 for data.

COMMUNICATING

Originating States

Most of Missouri's visitors during FY03 came from the nine states comprising Missouri and its neighboring states. However, Texas, Indiana, California, and Florida also contributed significant numbers of visitors.

Number of Domestic Visitors to Missouri from Select States, FY03 (In Millions)

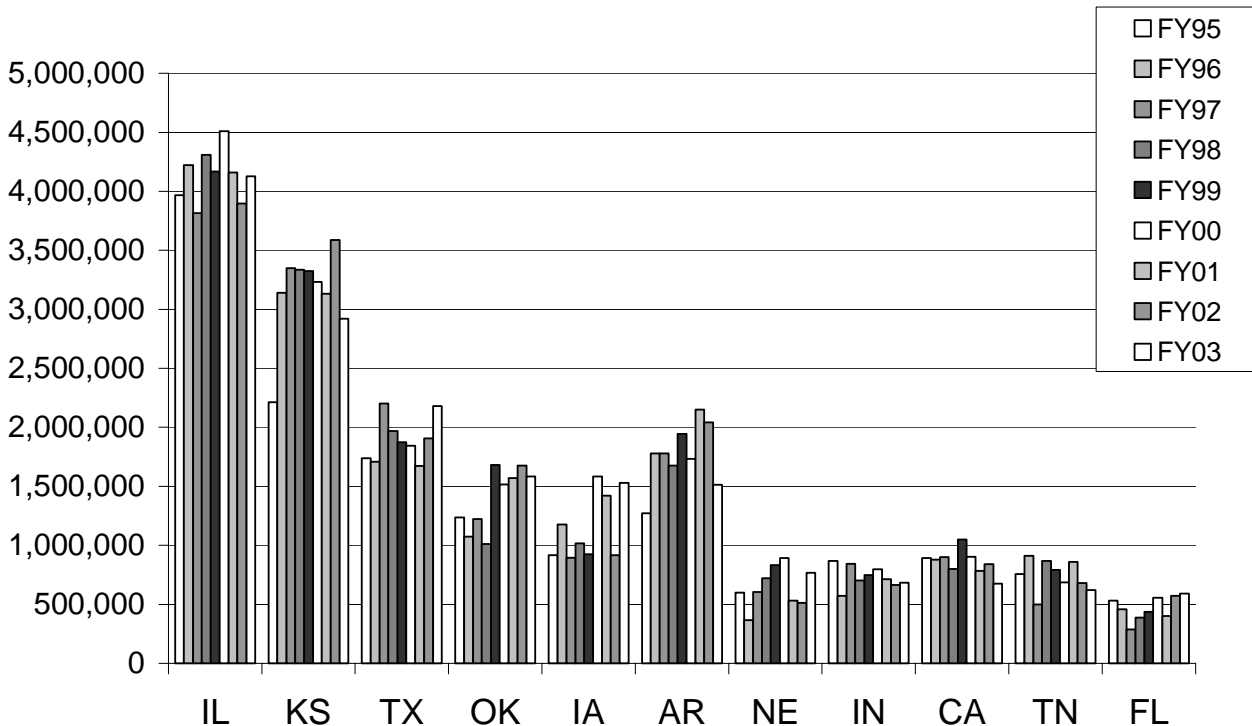


Source: TravelScope. See p. 72 for data.

COMMUNICATING

Missouri saw a large increase in the number of visitors from Iowa (+612,894) and from in-state (+473,880) and large decreases in the number of visitors from Kansas (-667,098) and Arkansas (-529,332).

Number of Domestic Visitors to Missouri from Select States

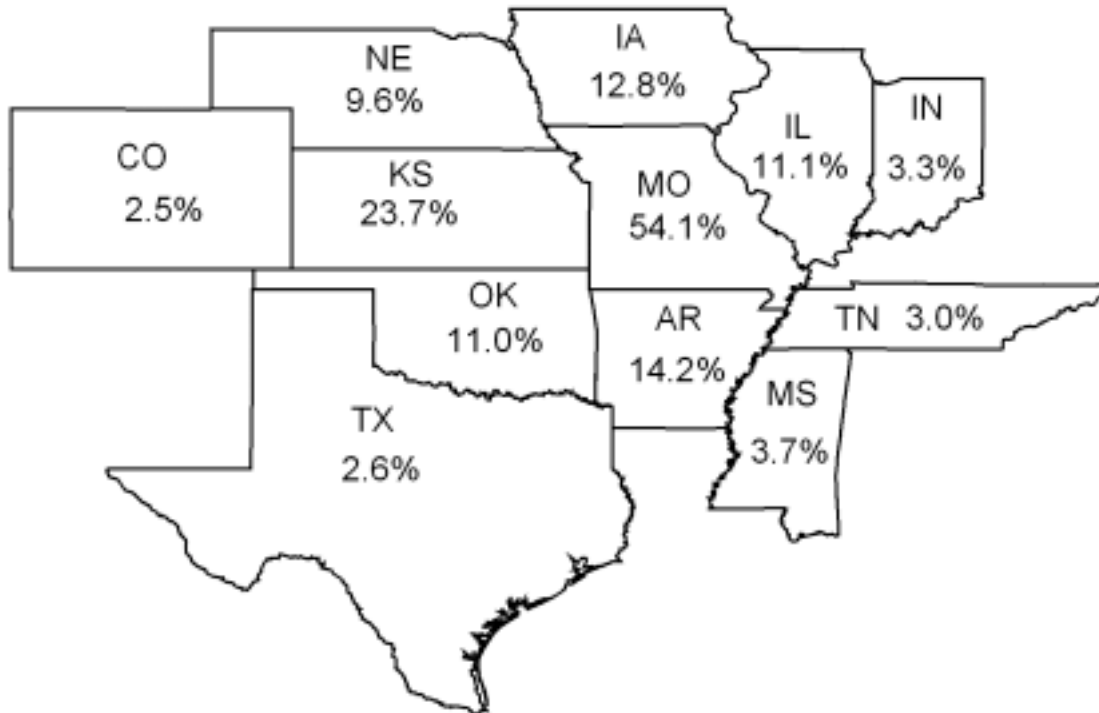


Source: TravelScope. See p. 72 for data.

COMMUNICATING

Most of Missouri's neighboring states send a large percentage of their travelers to Missouri, ranging from 23.7% for Kansas down to 1.8% for Kentucky during FY03. Of the non-neighboring states, Mississippi had the largest percentage of its travelers coming to Missouri during FY03, 3.7%.

Percentage of State Travelers Visiting Missouri, Select States, FY03

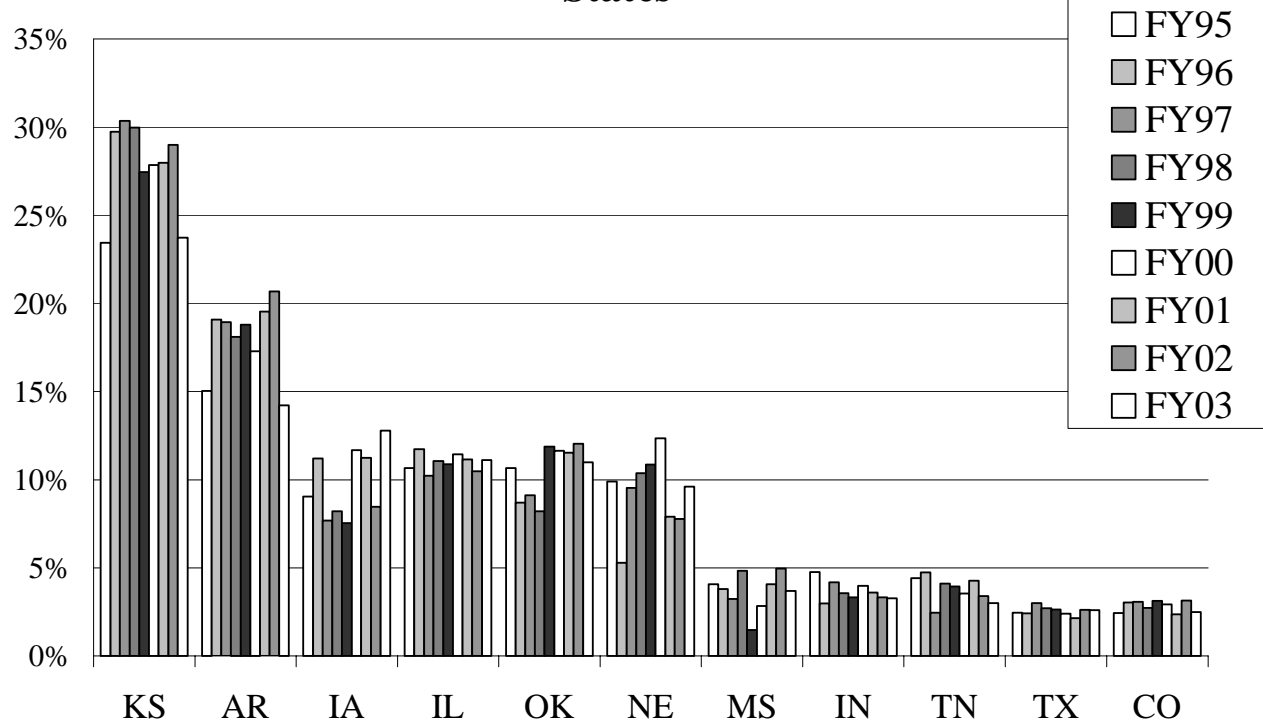


Source: TravelScope. See p. 73 for data.

COMMUNICATING

Missouri captured more than 2.0% of the travelers from 11 other states during FY03. Its share of the market from 3 of these states increased, led by Iowa (+4.3%). Substantial shares of the Arkansas (-6.5%) and Kansas (-5.3%) markets were lost.

Percentage of State Travelers Visiting Missouri, Select States



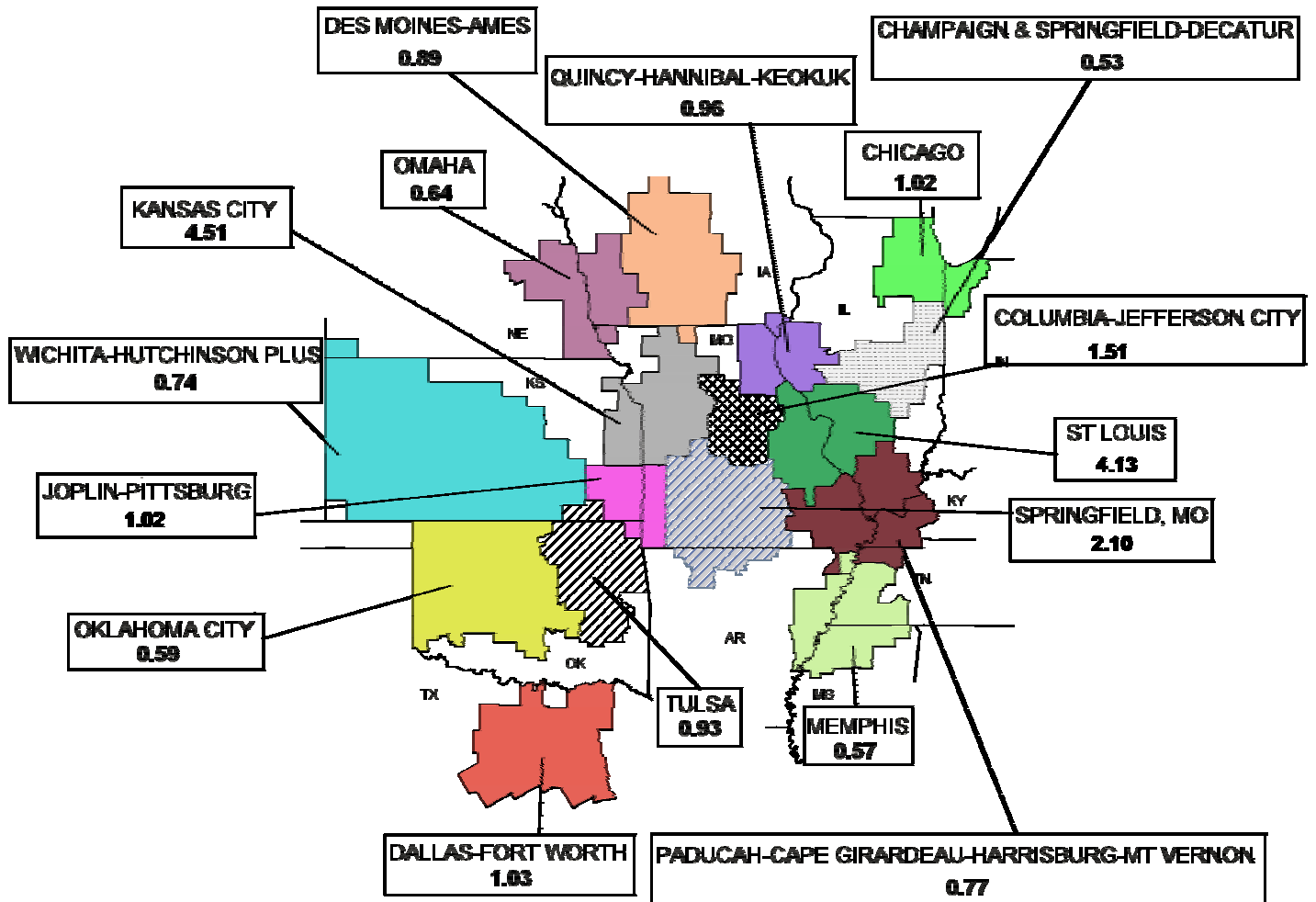
Source: TravelScope. See p. 73 for data.

COMMUNICATING

Originating DMAs

Each of the top 16 originating DMAs supplied over 500,000 visitors to Missouri during FY03, and the 16 combined accounted for 63% of all of Missouri's visitors.

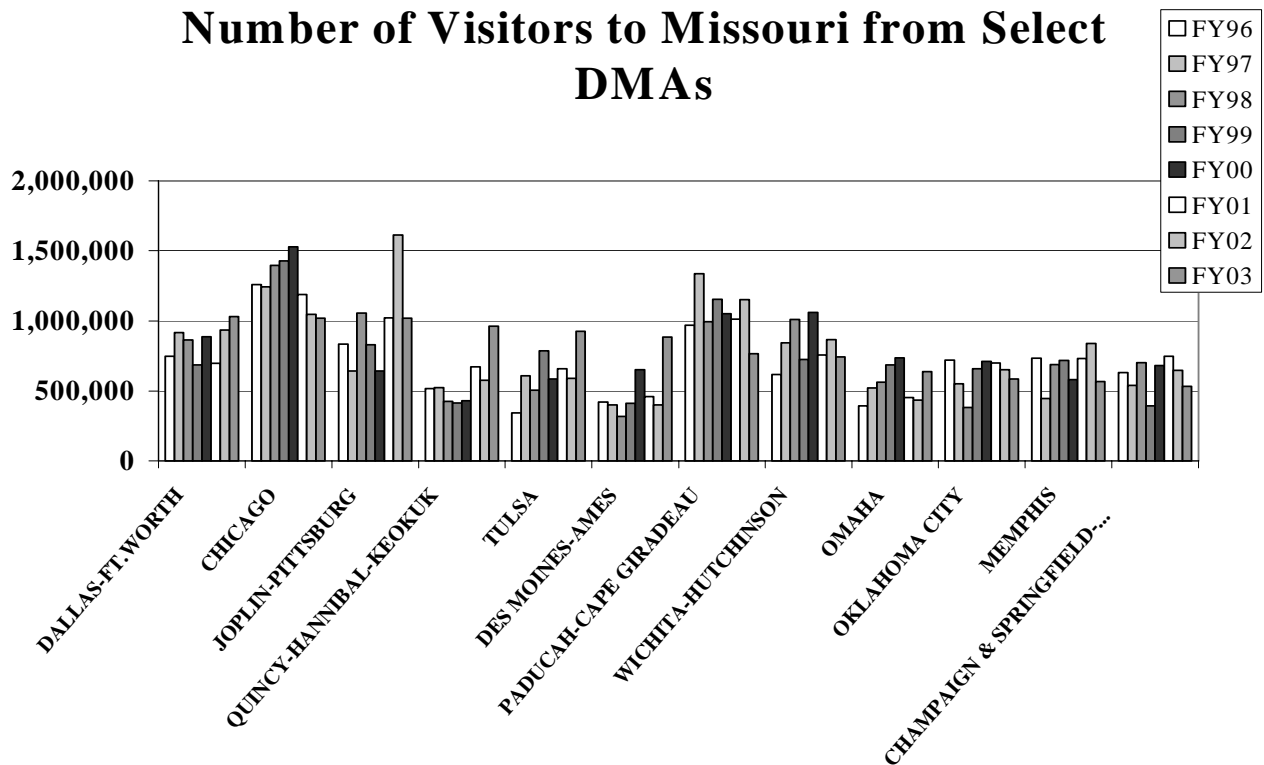
Number of Visitors to Missouri from Select DMAs, FY03 (In Millions)



Source: TravelScope. See p. 74 for data.

COMMUNICATING

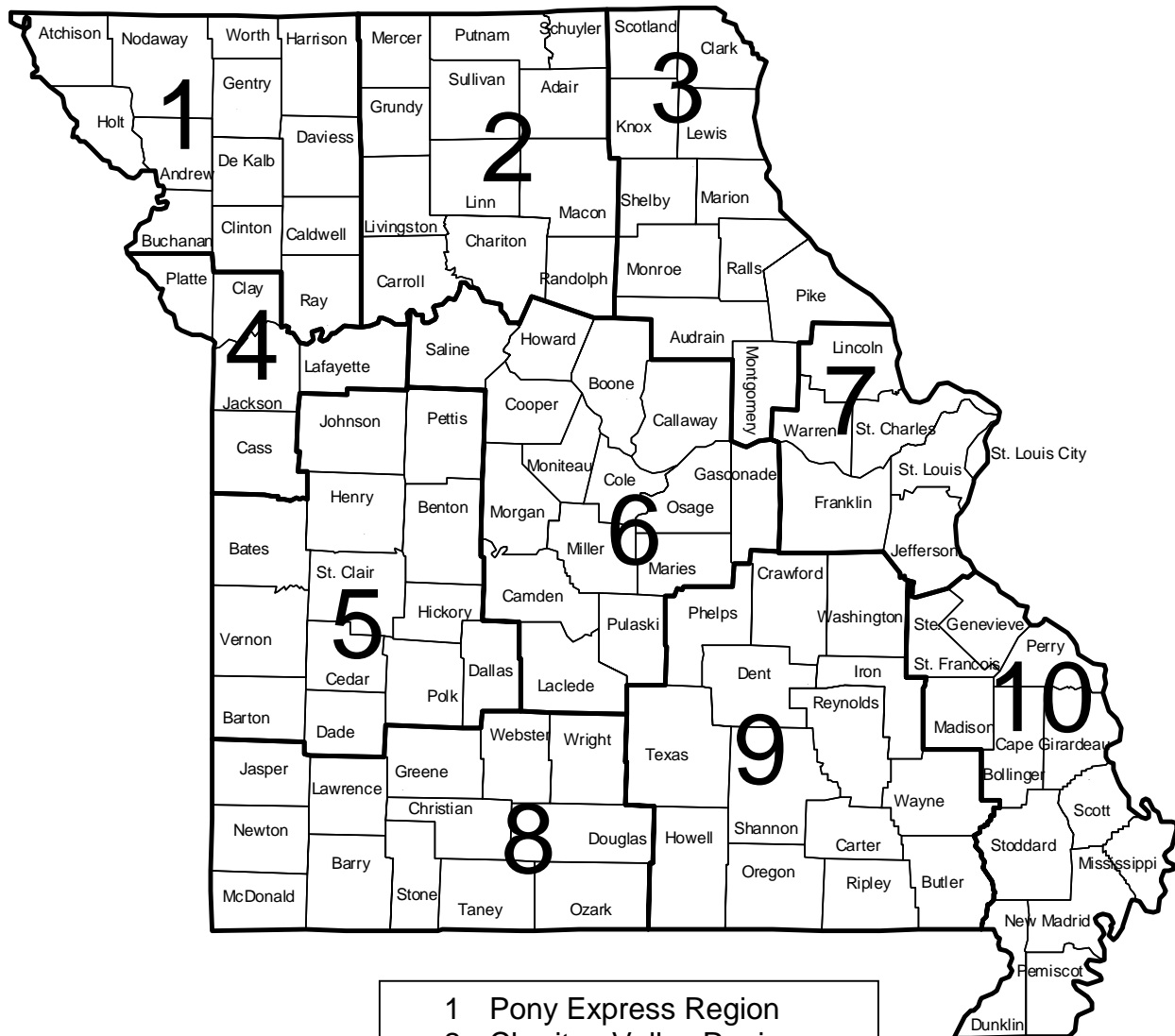
During FY03, Missouri saw large increases in the number of visitors from Des Moines-Ames (+486,185), Columbia-Jefferson City (+432,539), Quincy-Hannibal (+385,167) and Tulsa (+337,792). Joplin-Pittsburg had the most dramatic decline in the number of visitors (-593,913).



Source: TravelScope. See p. 74 for data.

REGIONS

Missouri counties (114 counties plus St. Louis-City) are grouped into 10 vacation regions.



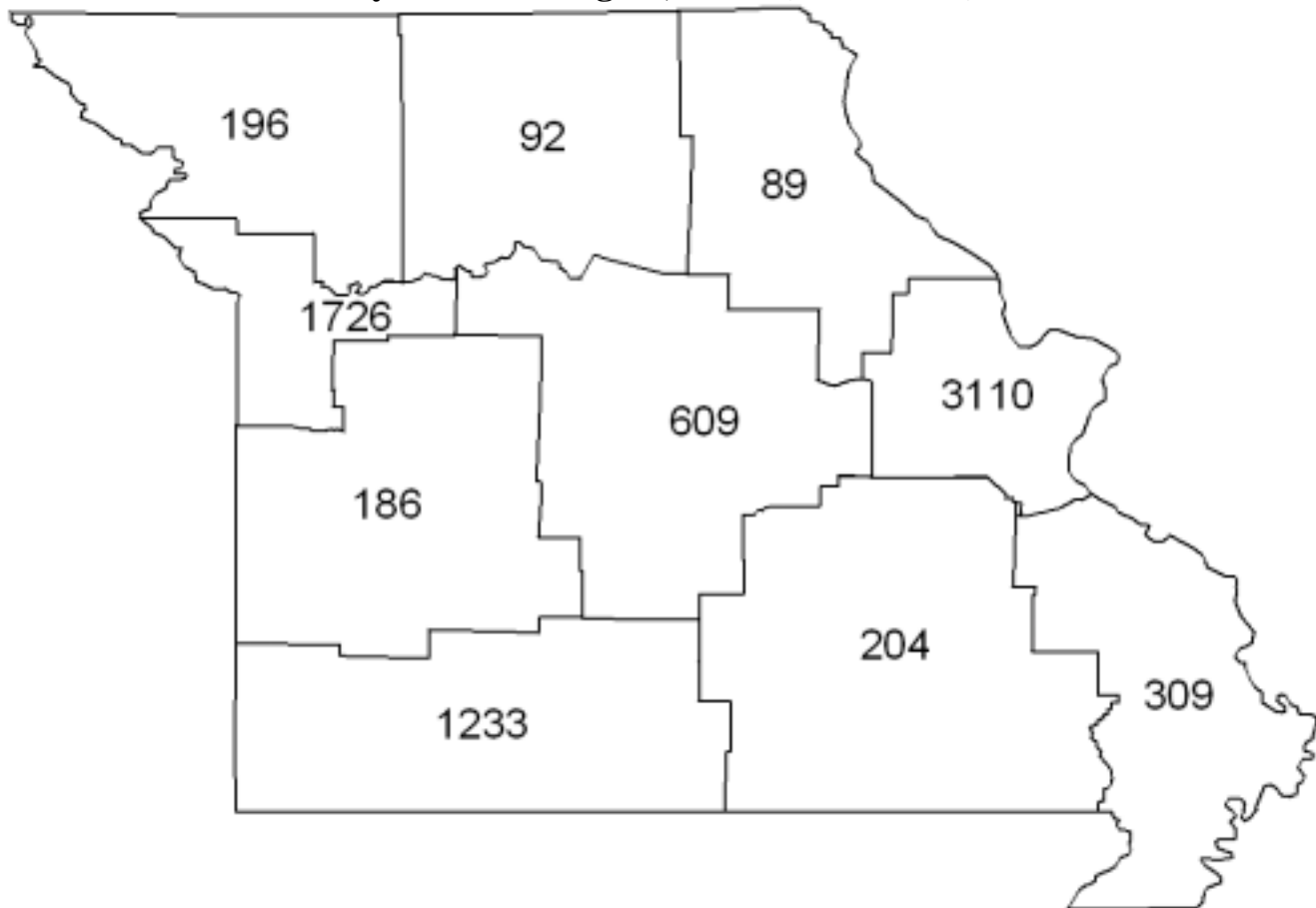
- 1 Pony Express Region
- 2 Chariton Valley Region
- 3 Mark Twain Region
- 4 Kansas City Region
- 5 Osage Lakes Region
- 6 Lake of the Ozarks Region
- 7 St. Louis Area
- 8 Ozark Mountain Region
- 9 Ozark Heritage Region
- 10 River Heritage Region

REGIONS

Taxable Sales Revenues

The budget for Missouri's Division of Tourism is tied to the taxable sales revenues for the 17 tourism-related industries given in Appendix F. These revenues totaled \$7.8 billion during FY03, up 1.2% from FY02. The St. Louis vacation region accounted for 40% of the statewide total, followed by the Kansas City region (22%) and the Ozark Mountain region (16%).

**Taxable Sales Revenues from Tourism-Related Industries,
by Vacation Region, FY03 (In Millions)**

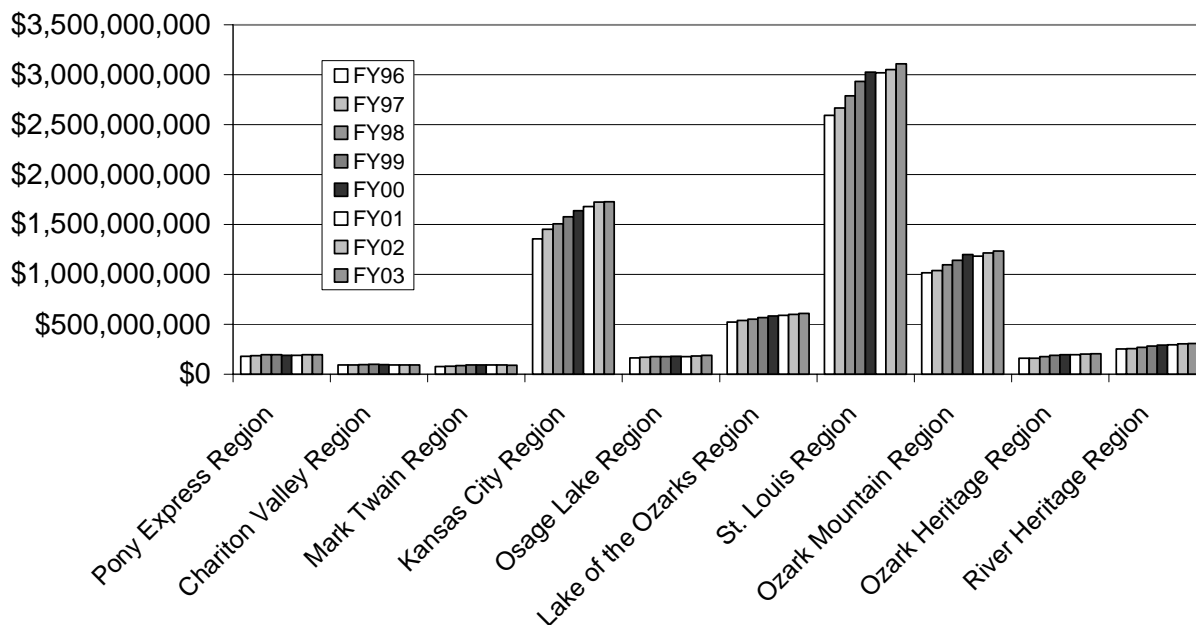


Source: Missouri Department of Revenue. See pp. 75-84 for data.

REGIONS

The Mark Twain region is the only vacation region in Missouri which saw a decrease in the taxable sales revenues from 17 tourism-related industries during FY03, falling about 1.9%. Increases in taxable sales revenues were led by St. Louis (up \$57 million) and Ozark Mountain (up \$18 million).

Tourism-Related Taxable Sales Revenues, by Vacation Region

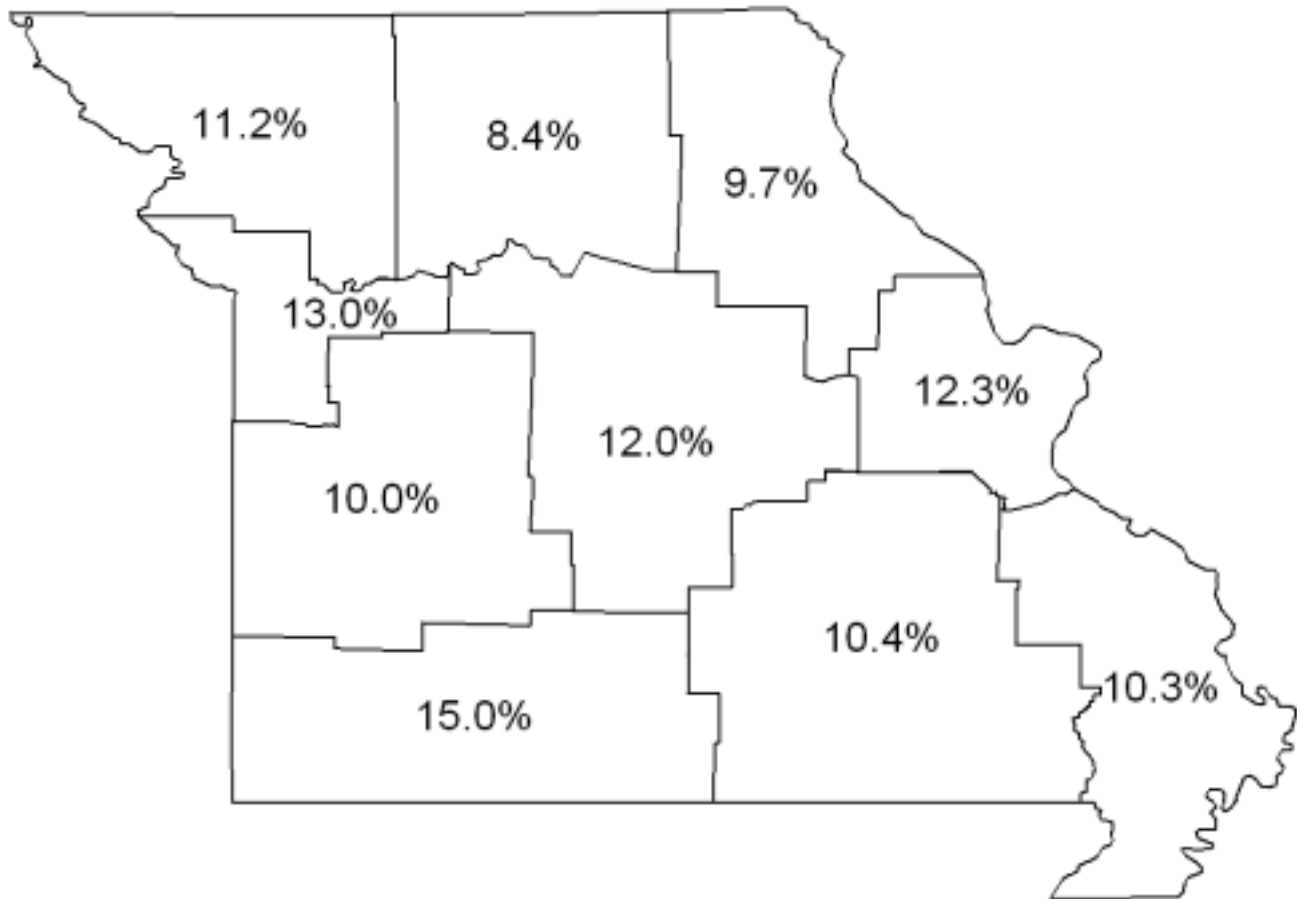


Source: Missouri Department of Revenue. See pp. 75-84 for data.

REGIONS

While the St. Louis, Kansas City and Ozark Mountain vacation regions ranked first, second, and third in terms of tourism-related taxable sales revenues during FY03, their rankings reverse in terms of the importance of the tourism-related taxable sales revenues relative to all taxable sales revenues. Ozark Mountain is first by this measure, with tourism-related taxable sales revenues accounting for 15.0% of all taxable sales revenues during FY03, followed by Kansas City (13.0%) and St. Louis (12.3%).

Tourism-Related Taxable Sales Revenues as Percentage of Total Taxable Sales Revenues, by Vacation Region, FY03

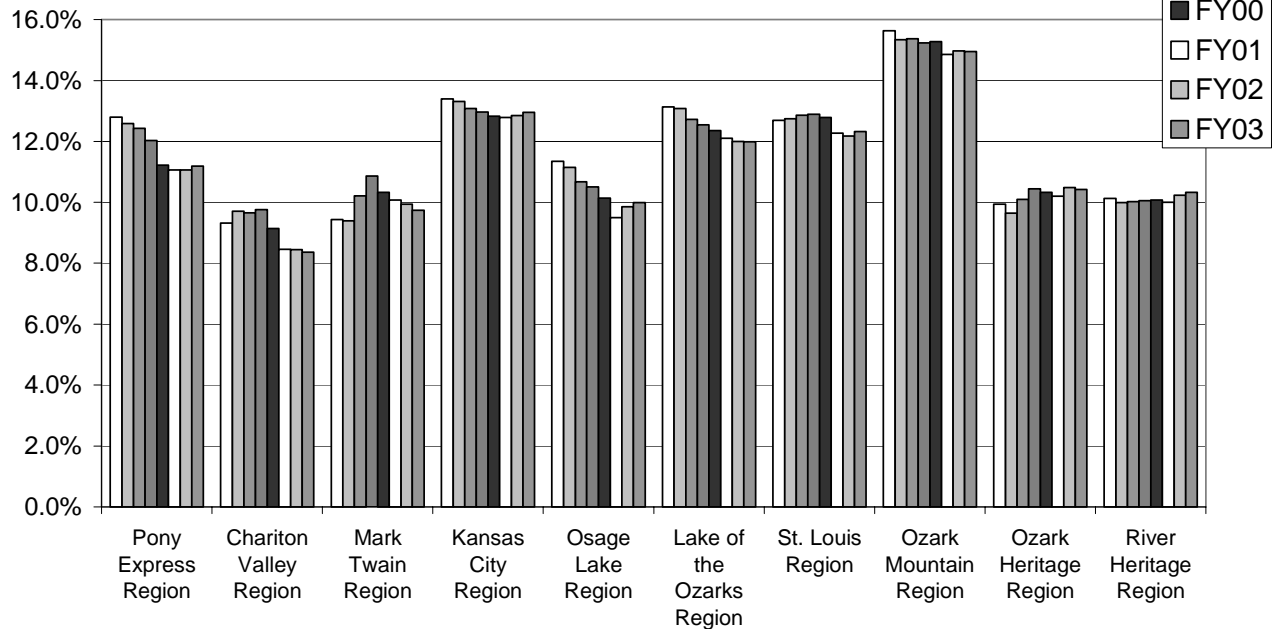


Source: Missouri Department of Revenue. See pp. 75-84 for data.

REGIONS

The percent of taxable sales revenues from tourism-related industries rose during FY03 in half of the ten vacation regions, led by St. Louis (0.15%) and Osage Lake (up 0.14%). Declines were led by Mark Twain (down 0.20%).

Tourism-Related Taxable Sales Revenues as Percentage of Total Taxable Sales Revenues, by Vacation Region



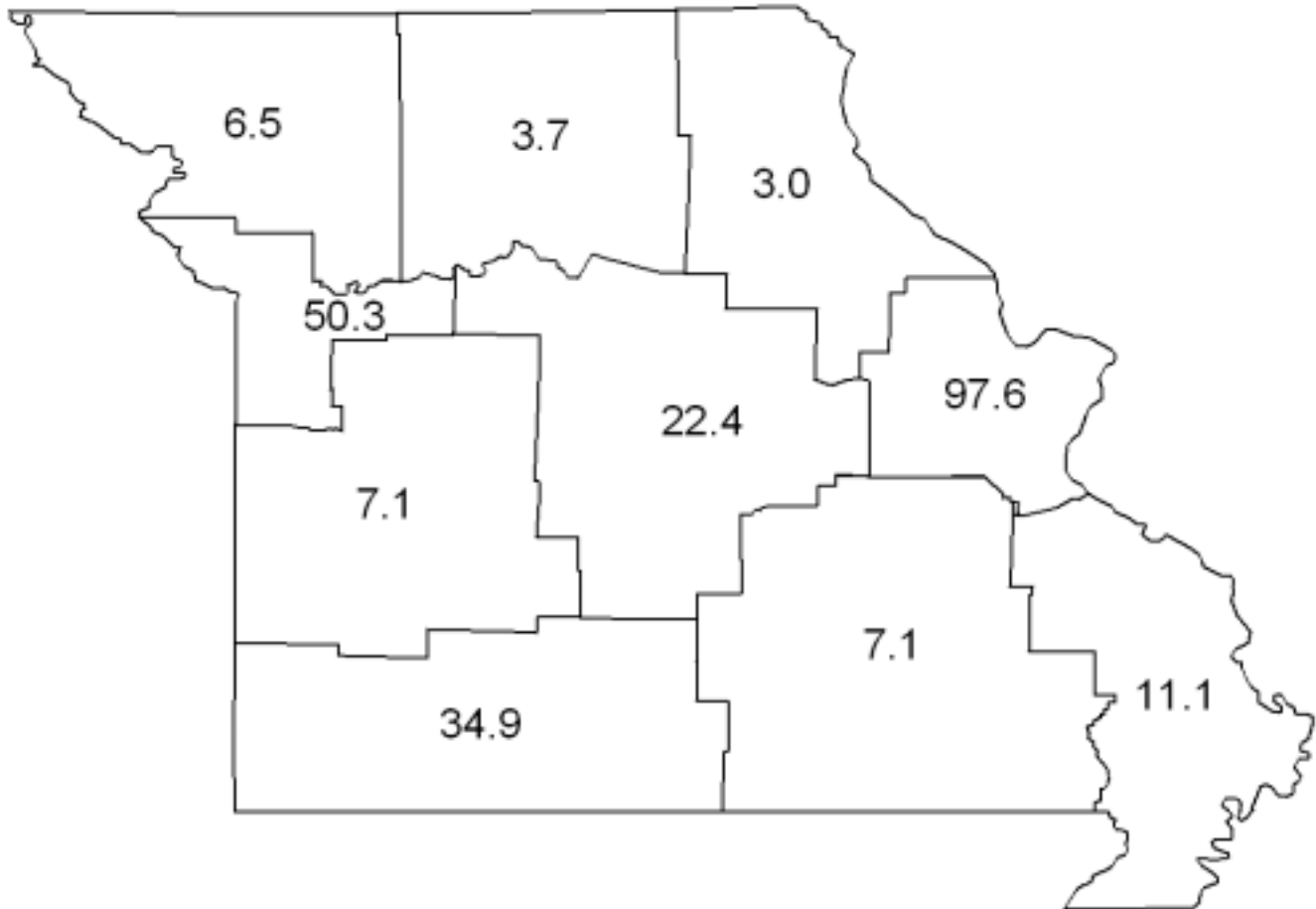
Source: Missouri Department of Revenue. See pp. 75-84 for data.

REGIONS

Employment

During FY03, the St. Louis vacation region employed 97,617 people in 15 select tourism-related industries, accounting for 40% of the state-wide employment in those industries. The Kansas City and Ozark Mountain regions came in second and third, accounting for 21% and 14%, respectively.

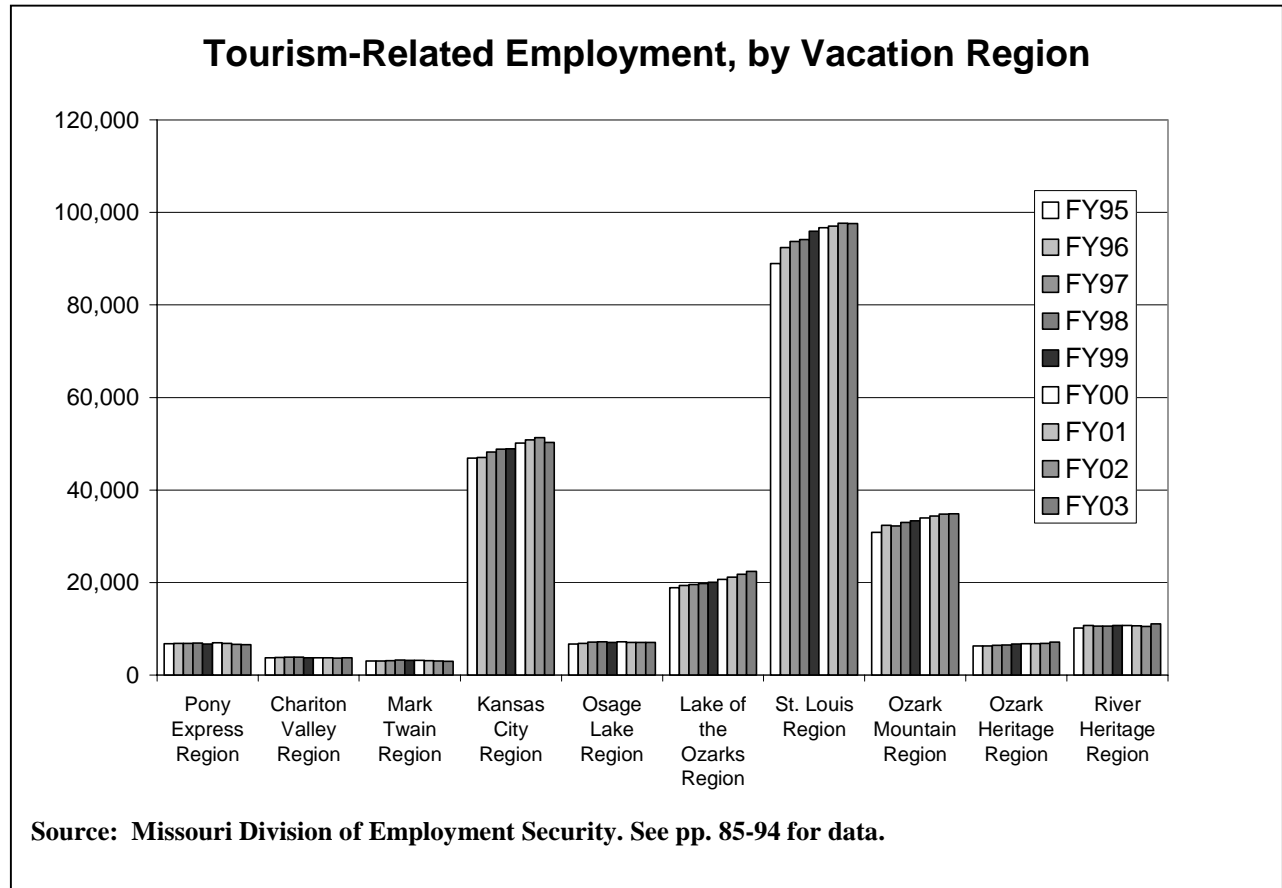
**Employment in Tourism-Related Industries,
by Vacation Region, FY03 (In Thousands)**



Source: Missouri Division of Employment Security. See pp. 85-94 for data.

REGIONS

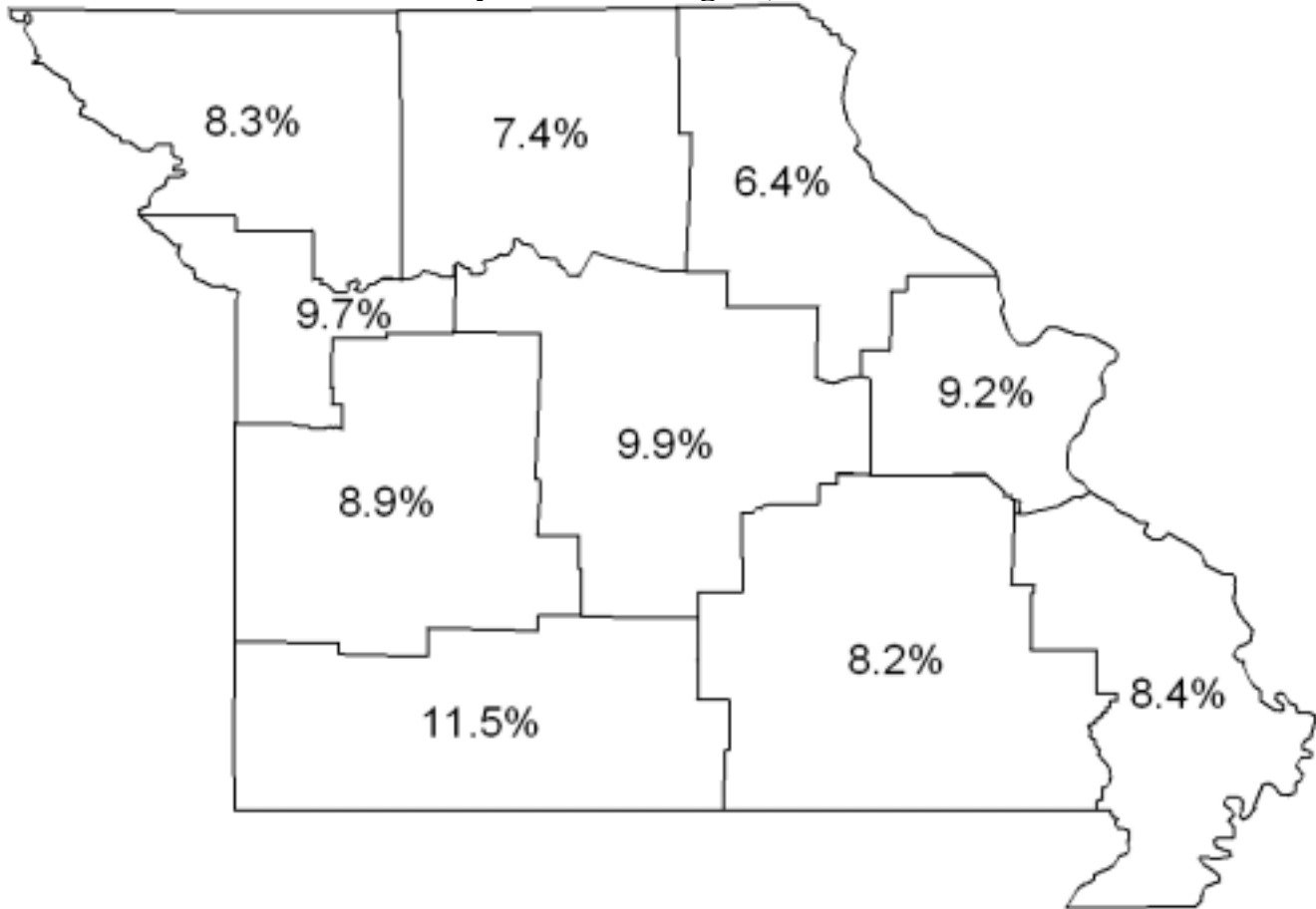
Six of the ten vacation regions experienced growth in employment in the 15 select tourism-related industries during FY03, led by Lake of the Ozarks (+613) and River Heritage (+551). The Kansas City region experienced a large decline (-1,003).



REGIONS

Tourism is important to each of the vacation regions. The 15 select tourism-related industries accounted for 11.5% of all employment in the Ozark Mountain region, followed by the Lake of the Ozarks region (9.9%) and the Kansas City region (9.7%).

**Tourism-Related Employment as Percentage of Total Employment,
by Vacation Region, FY02**

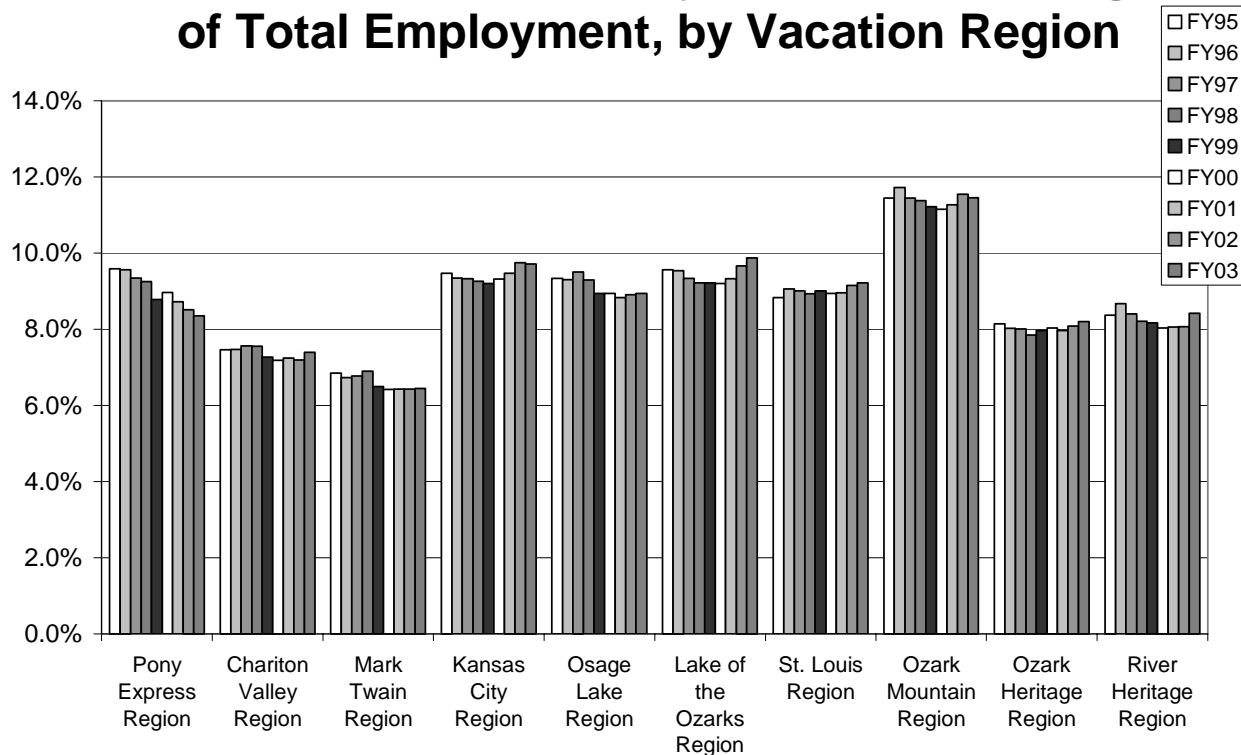


Source: Missouri Division of Employment Security. See pp. 85-94 for data.

REGIONS

During FY03, the share of overall employment accounted for by the 15 select tourism-related industries grew in all but three of the vacation regions, led by River Heritage (+0.35%), Lake of the Ozarks (+0.21%), and Chariton Valley (0.20%). Pony Express (-0.16%), and to lesser extents, Ozark Mountain (-0.09%) and Kansas City (-0.03%) were the only three vacation regions showing losses.

Tourism-Related Employment as Percentage of Total Employment, by Vacation Region



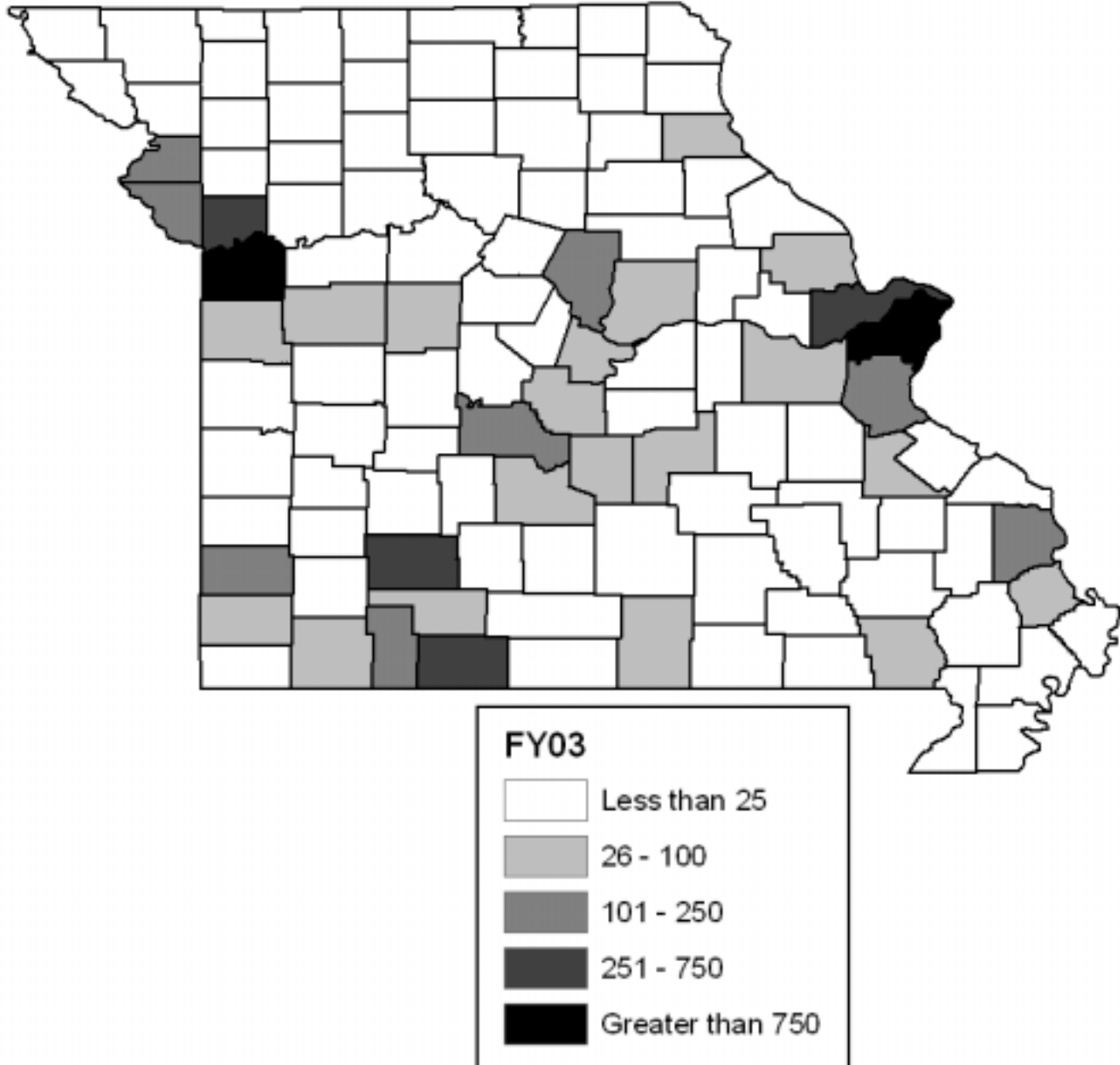
Source: Missouri Division of Employment Security. See pp. 85-94 for data.

COUNTIES

Taxable Sales Revenue

St. Louis and Jackson Counties accounted for 22% and 16%, respectively, of Missouri's FY03 tourism-related taxable sales revenues. The city of St. Louis was a distant third, accounting for 10% of the total.

**Taxable Sales Revenues from Tourism-Related Industries,
by County, FY03 (In Millions of Dollars)**

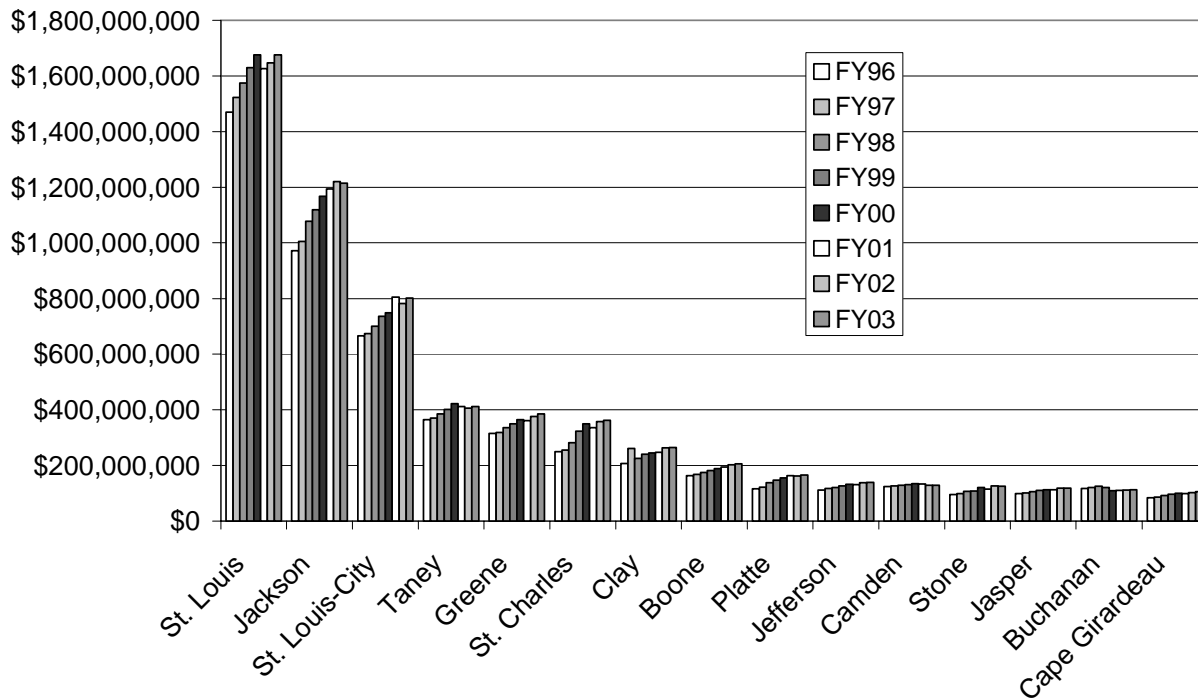


Source: Missouri Department of Revenue. See pp. 75-84 for data.

COUNTIES

Fifteen counties had tourism-related taxable sales revenues in excess of \$100,000 during FY03. St. Louis county had the largest growth (\$30 million) followed by St. Louis City (\$18 million) and Greene (\$11 million). Of the fifteen, only two had declines in tourism-related taxable sales revenues: Jackson (-\$5 million) and Stone (-\$1 million).

Tourism-Related Taxable Sales Revenues, Select Counties

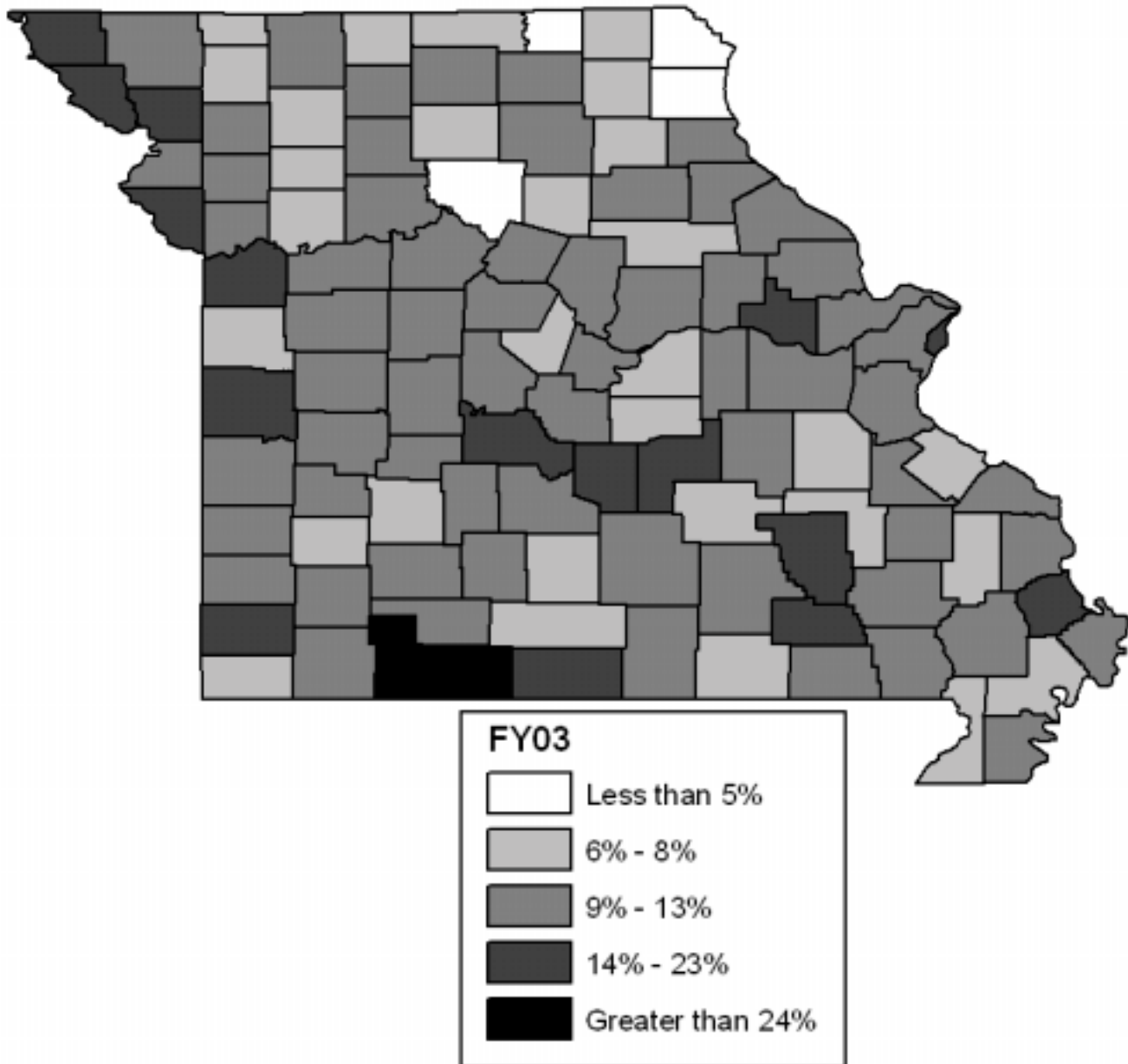


Source: Missouri Department of Revenue. See pp. 75-84 for data.

COUNTIES

Tourism-related taxable sales revenues as a percentage of all taxable sales revenues vary dramatically among the counties. During FY03, Stone and Taney counties had the largest percentages (39.4% and 39.2%, respectively), followed by Andrew county (21.7%). Schuyler (3.2%) and Clark (2.7%) had the lowest percentages.

Tourism-Related Taxable Sales Revenues as Percentage of Total Taxable Sales Revenues, by County, FY03

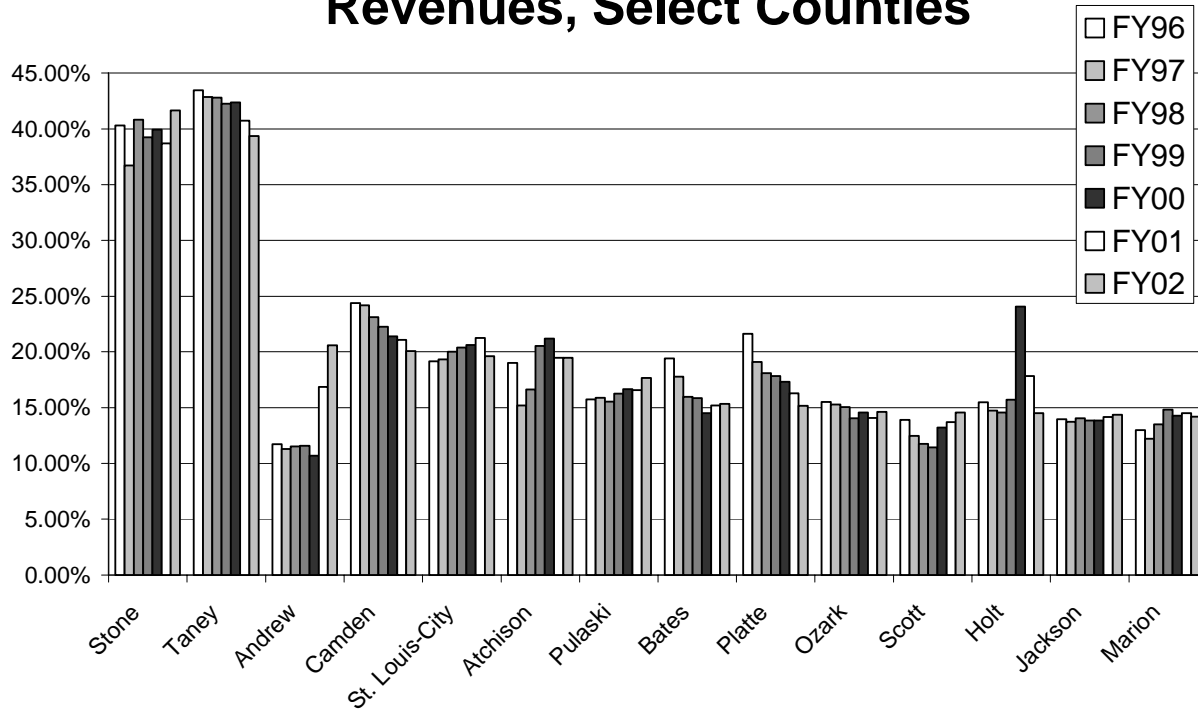


Source: Missouri Department of Revenue. See pp. 75-84 for data.

COUNTIES

Tourism-related taxable sales revenues accounted for more than 14% of all taxable sales revenues in 14 counties during FY03. Andrew county showed the largest increase in this percentage, from 20.2% during FY02 to 21.7% during FY03. Holt had the largest decline, from 40.7% to 39.4%.

Tourism-Related Taxable Sales Revenues as Percentage of Total Taxable Sales Revenues, Select Counties



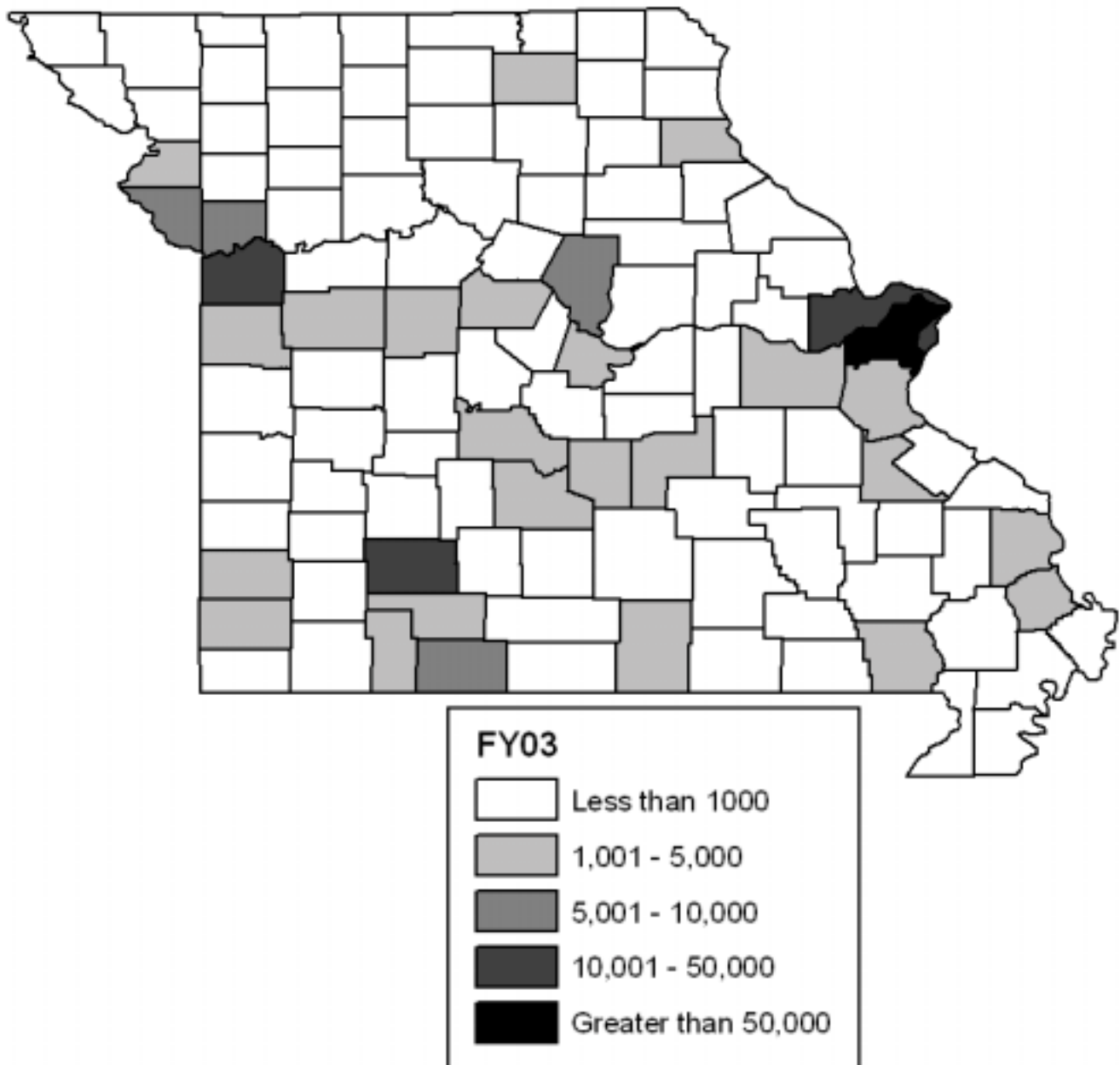
Source: Missouri Department of Revenue. See pp. 75-84 for data.

COUNTIES

Employment

St. Louis County employed 54,294 people in tourism-related industries during FY03, accounting for 22% of Missouri's tourism-related employment in 15 select industries. It was followed by Jackson county (14%), the city of St. Louis (8%), St. Charles county (6%), Greene county (5%) and Taney county (4%).

**Employment in Tourism-Related Industries,
by County, FY03**

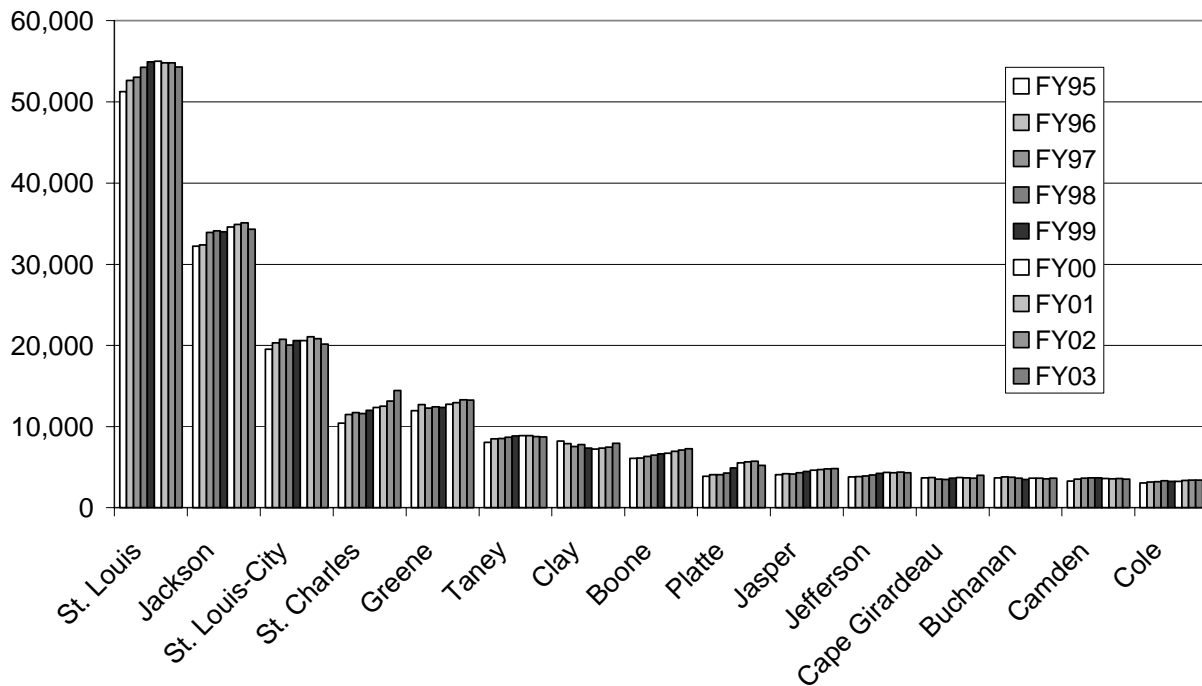


Source: Missouri Division of Employment Security. See pp. 85-94 for data.

COUNTIES

Tourism-related employment exceeded 3,000 in 15 counties during FY03, with strong growth exhibited by St. Charles (1,293), Clay (457) and Cape Girardeau (340). Jackson experienced the largest tourism-related job loss (-765), followed by St. Louis city (-666), St. Louis county (-526) and Platte (-501).

Tourism-Related Employment, Select Counties

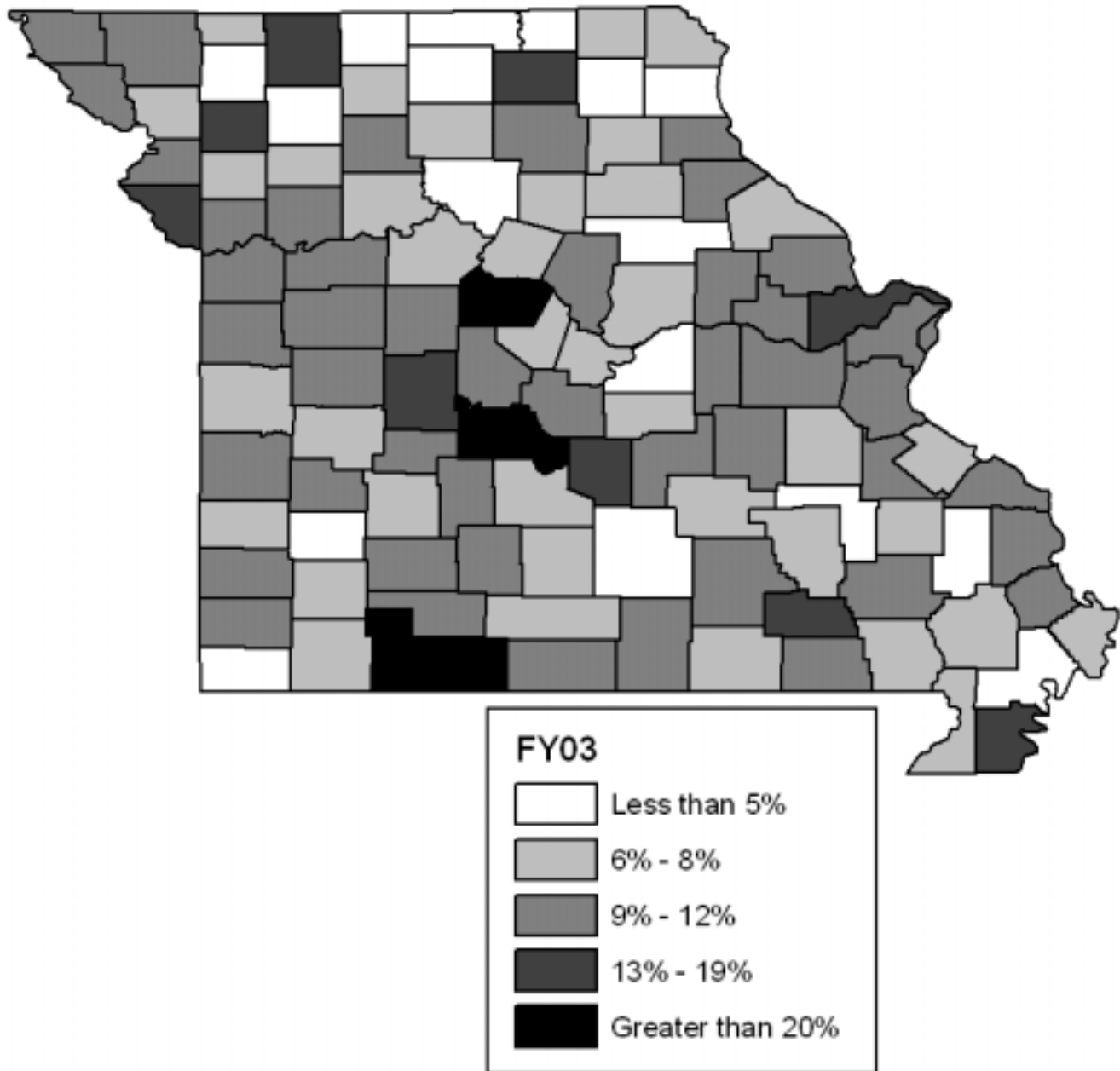


Source: Missouri Division of Employment Security. See pp. 85-94 for data.

COUNTIES

Tourism-related employment, as a percentage of all employment, varies dramatically by county, from a high of 36.0% in Taney county during FY03 to a low of 1.6% in Mercer county. Following Taney were Stone (30.4%), Camden (21.8%), Cooper (19.3%) and Pulaski (18.3%) counties.

**Tourism-Related Employment as a Percentage of
Total Employment, by County, FY03**

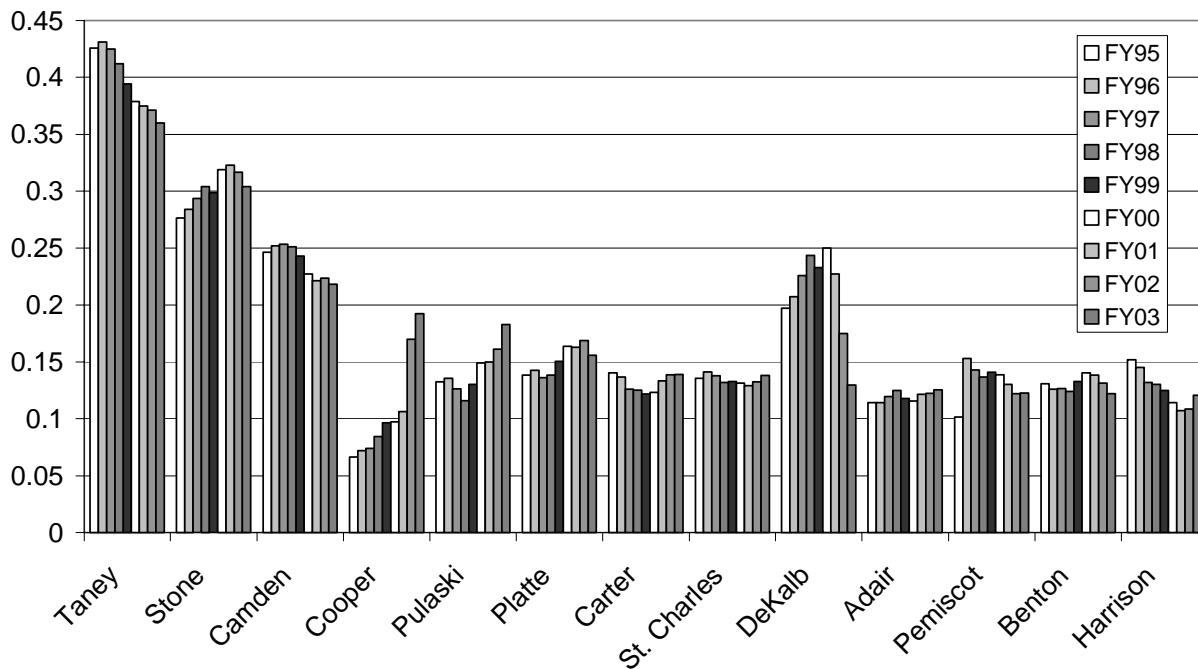


Source: Missouri Division of Employment Security. See pp. 85-94 for data.

COUNTIES

Tourism-related employment, as a percentage of all employment, exceeded 12% in 13 counties during FY03. Cooper and Pulaski experienced the largest percentage growths between FY02 and FY03, 2.3% and 2.2%, respectively. DeKalb had the largest decline, falling from 17.5% during FY02 to 13.0% during FY03.

Tourism-Related Employment as Percentage of Total Employment, Select Counties



Source: Missouri Division of Employment Security. See pp. 85-94 for data.

APPENDIX A

Methodology

Direct domestic tourism and travel expenditures are defined as those expenditures made by U.S. citizens while visiting Missouri. The expenditure estimates are primarily based on data from the TravelScope project, sponsored by the U.S. Travel Data Center. TravelScope collects data on a variety of tourism-related variables using survey data from NFO Research Inc.'s national consumer mail panel. The panel has 450,000 households (about one in every 224 U.S. households). The panel is selected to match U.S. census data on five variables: census region, market size, age of household head, income and household size. Every month, a fresh sample of 25,000 (20,000 prior to January 2000) households is sent a questionnaire that asks for the number of trips taken in the previous month by members of that household, with the trips being 50 miles or more away from home and/or overnight. Respondents are asked for details for up to three trips in the previous month, with information collected on up to three key cities or sites per trip.

Table A-1 shows the response rate for TravelScope. The response rate has been good, averaging almost 70 percent since the survey was started.

Table A-1. Number of Households Returning TravelScope Surveys.

	Number of Households Reporting Zero Trips	Number of Households Reporting Some Trips	Number of Households Responding	Number of Households Reporting Missouri Trips
FY95	125,198	50,019	175,217	1,965
%	52.17%	20.84%	73.01%	0.82%
FY96	113,224	54,379	167,603	2,226
%	47.18%	22.66%	69.83%	0.93%
FY97	113,052	52,959	166,011	2,086
%	47.11%	22.07%	69.17%	0.87%
FY98	108,718	51,952	160,670	2,083
%	45.30%	21.65%	66.95%	0.87%
FY99	107,502	52,039	159,541	2,049
%	44.79%	21.68%	66.48%	0.85%
FY00	121,932	56,044	177,976	2,194
%	45.16%	20.76%	65.92%	0.81%
FY01	138,764	63,000	201,764	2,385
%	51.39%	21.00%	67.25%	0.80%
FY02	134,492	60,628	195,120	2,320
%	49.81%	20.21%	65.04%	0.77%

Note: A total of 25,000 (20,000 prior to January 2000) surveys are sent out each month.

Source: TravelScope and Correspondence with Travel Industry Association of America.

All of the TravelScope-based estimates in this report, other than those relating to expenditures, are made by extrapolating the raw data to the entire U.S. The expenditure estimates are made by extrapolating adjusted data to the U.S. The need for adjustment is illustrated by considering FY97 (July 1996 – June 1997). For this fiscal year, TravelScope collected information on 2,398 trips to Missouri, involving a total of 2,609 key city or site visits while in Missouri. Extrapolating to the entire population of U.S. households, this represents an estimate of 18.8 million trips, with 20.5 million site visits and \$3.9 billion dollars in expenditures. There are several potential problems with using this latter figure as an estimate of overall domestic tourism and travel expenditures in Missouri. First, of the 2,609 Missouri site visits in the sample, 806 (nearly one-third) reported zero expenditures or failed to report any expenditures at all.

Second, the survey data are based on respondents' recall of actual expenditures. It has been widely documented that this results in too low of an estimate. A potentially related problem is that sometimes (although not frequently) the reported data are obviously too low. For example, a report of \$10 in expenditures would be inconsistent with spending several nights in a hotel. Examination of the data and consideration that the recall is by a panel and only over a month period suggest these problems are not likely to be severe. The only attempt to address them is to replace positive reported expenditures at a site with an estimate equal to the greater of the reported expenditures or \$50 times the number of nights in a hotel plus \$30 times the number of nights stayed at the site. These dollar figures are based on discussions with tourism experts and are estimates for FY97. Data for other time periods use these figures adjusted for inflation. The \$50 figure is adjusted using TIA's Travel Price Index for "Lodging While out of Town"; the \$30 figure is adjusted using TIA's total Travel Price Index.

The first problem, zero or missing expenditures, appears to be more serious. It is addressed by estimating the total expenditures for these cases, with the expenditure estimate for a given observation based on the reported number of nights in hotels and other accommodations and the average expenditures per night in hotels and other accommodations.

The U.S. Department of Commerce estimates international expenditures, but the most recent estimates available for this report only go through 2000. The author made projections through 2002, based in part on national projections made by the U.S. Department of Commerce. It should be noted that imprecision in these estimates is not of much concern since the magnitude of international tourism and travel expenditures is low relative to other direct expenditures (about three percent of the total during FY01).

National and international organizations (e.g., TIA) recognize that tourism and travel activity generates economic activity at airports and that to ignore this would be to underestimate the economic impacts of tourism and travel. Since TravelScope does not include in-transit expenditures, the direct spending associated with airports must be estimated separately. Discussions with airport personnel (Kansas City and St. Louis) and tourism experts with the University of Missouri's Tourism Research and Development Center suggest about 80% of the economic activity associated with air transportation can be attributed to passenger traffic. Industry output figures for calendar years 1994 through 2000 are available from IMPLAN (IMpact Analysis for PLANning); industry output for later years is projected by the author. Using 80% of IMPLAN's output as an estimate yields a figure that is within a few percentage points of TIA's estimates for direct expenditures on public transportation (overwhelmingly air) by travelers to Missouri during 2000 (the most recently available) and earlier years.

Measurement of the total economic impacts of direct tourism and travel expenditures is made using the IMPLAN input-output model. This model was originally developed by the USDA Forest Service and is now supported by Minnesota IMPLAN Group, Inc. It is updated annually, as the U.S. Bureau of Economic Analysis releases data. The intention is to use the 1995 IMPLAN database for FY95 analysis, the 1996 IMPLAN database for FY96 analysis, etc. For this study, the 2000 IMPLAN database is the most recently available, so it is used for the FY00, FY01 and FY02 analyses.

This report contains revised estimates for prior fiscal years. These revisions are necessitated as better data becomes available. For example, as more recent IMPLAN databases are made available, FY01 and later estimates will be revised. In addition, the U.S. Bureau of Economic Analysis frequently updates various data series that are used to help prepare estimates made in this report.

APPENDIX B

TABLES

Table B-1. Number of Domestic Household Trips to Missouri, FY95 – FY03.

	July-June	Percent Change
FY95	18,045,633	NA
FY96	19,336,932	7.2%
FY97	18,822,191	-2.7%
FY98	19,138,256	1.7%
FY99	19,146,519	0.0%
FY00	19,276,823	0.7%
FY01	17,963,876	-6.8%
FY02	18,797,718	4.6%
FY03	18,603,268	-1.0%

Source: TravelScope.**Table B-2. Number of Domestic Person Trips to Missouri, FY95 - FY03.**

	July-June	Percent Change
FY95	32,425,744	NA
FY96	34,293,001	5.8%
FY97	33,224,949	-3.1%
FY98	35,008,541	5.4%
FY99	34,407,807	-1.7%
FY00	35,230,153	2.4%
FY01	33,765,100	-4.2%
FY02	35,590,301	5.4%
FY03	34,700,555	-2.5%

Source: TravelScope.

Table B-3. Number of Domestic Visitor Nights, Day-Trippers, and Visitor Days in Missouri, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Number of Domestic Visitor Nights Spent in Missouri									
In-State	16,830,249	15,844,214	14,692,580	14,633,570	15,056,216	14,377,595	15,186,663	16,689,173	16,589,694
Non-Resident	51,734,682	54,725,531	50,275,349	52,483,126	52,786,941	55,920,480	54,070,821	53,183,856	50,668,802
Total	68,564,931	70,569,744	64,967,928	67,116,695	67,843,156	70,298,074	69,257,483	69,873,028	67,258,495
Number of Domestic Day-Trippers in Missouri									
In-State	4,322,623	4,196,167	4,051,234	4,091,151	3,670,164	3,801,179	3,653,529	3,544,790	4,252,258
Non-Resident	6,926,328	7,583,705	8,077,670	8,651,834	8,183,072	8,476,100	7,926,389	8,312,382	7,477,635
Total	11,248,951	11,779,872	12,128,904	12,742,985	11,853,236	12,277,278	11,579,918	11,857,171	11,729,893
Number of Domestic Visitor Days Spent in Missouri									
In-State	27,606,463	26,843,407	24,828,834	25,208,744	25,202,574	24,648,131	25,144,945	27,846,794	28,221,195
Non-Resident	73,384,212	78,019,339	73,364,043	76,916,493	77,048,389	80,880,097	77,877,638	77,616,535	73,737,855
Total	100,990,676	104,862,745	98,192,877	102,125,236	102,250,963	105,528,227	103,022,583	105,463,329	101,959,050

Source: TravelScope.

Table B-4. Direct Expenditures in Missouri, FY95 – FY03.

	Domestic Expenditures	International Expenditures	Airport Expenditures	TOTAL
July 1994 - June 1995	\$4,392,444,129	\$200,200,000	\$1,948,035,156	\$6,540,679,285
Change from Previous Year	N/A	N/A	N/A	N/A
July 1995 - June 1996	\$5,118,954,903	\$181,600,000	\$1,990,413,472	\$7,290,968,375
Change from Previous Year	16.5%	-9.3%	2.2%	11.5%
July 1996 - June 1997	\$5,440,793,880	\$197,850,000	\$2,059,868,000	\$7,698,511,880
Change from Previous Year	6.3%	8.9%	3.5%	5.6%
July 1997 - June 1998	\$5,255,516,446	\$213,750,000	\$2,096,827,600	\$7,566,094,046
Change from Previous Year	-3.4%	8.0%	1.8%	-1.7%
July 1998 - June 1999	\$5,578,950,637	\$234,400,000	\$2,094,339,200	\$7,907,689,837
Change from Previous Year	6.2%	9.7%	-0.1%	4.5%
July 1999 - June 2000	\$5,844,739,321	\$217,650,000	\$2,177,862,400	\$8,240,251,721
Change from Previous Year	4.8%	-7.1%	4.0%	4.2%
July 2000 - June 2001	\$5,522,471,206	\$174,146,000	\$2,224,934,624	\$7,921,551,830
Change from Previous Year	-5.5%	-20.0%	2.2%	-3.9%
July 2001 - June 2002	\$5,546,780,544	\$171,018,480	\$2,191,616,508	\$7,909,415,532
Change from Previous Year	0.4%	-1.8%	-1.5%	-0.2%
July 2002 - June 2003	\$5,456,352,918	\$172,730,797	\$2,147,784,177	\$7,776,867,892
Change from Previous Year	-1.6%	1.0%	-2.0%	-1.7%

Source: MU-TRDC.

Table B-5. Average Expenditures, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Expenditures per party per trip									
In-State	\$164.68	\$178.65	\$206.11	\$174.37	\$206.26	\$191.97	\$200.29	\$196.86	\$195.87
Non-Resident	\$278.99	\$302.70	\$323.81	\$316.77	\$327.55	\$349.35	\$350.30	\$338.78	\$342.34
Total	\$243.41	\$264.72	\$289.06	\$274.61	\$291.38	\$303.20	\$307.42	\$295.08	\$293.30
Expenditures per person per trip									
In-State	\$85.83	\$96.14	\$113.00	\$93.42	\$116.06	\$105.65	\$103.27	\$102.13	\$104.87
Non-Resident	\$160.17	\$174.36	\$186.04	\$174.66	\$181.41	\$190.69	\$188.77	\$180.38	\$183.64
Total	\$135.46	\$149.27	\$163.76	\$150.12	\$162.14	\$165.90	\$163.56	\$155.85	\$157.24
Expenditures per person per day									
In-State	\$33.50	\$39.39	\$46.13	\$39.19	\$46.73	\$44.02	\$40.90	\$40.92	\$43.22
Non-Resident	\$47.25	\$52.06	\$58.55	\$55.48	\$57.12	\$58.85	\$57.71	\$56.78	\$57.45
Total	\$43.49	\$48.82	\$55.41	\$51.46	\$54.56	\$55.39	\$53.60	\$52.59	\$53.52

Source: MU-TRDC.

Table B-6. Average Percentages of Travel Expenditures, by Category, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
AutoTransportation	30.00%	29.39%	28.52%	25.62%	26.05%	27.06%	27.20%	27.21%	27.19%
Lodging	17.55%	17.02%	17.18%	17.85%	17.69%	17.67%	17.56%	17.55%	17.57%
Foodservice	31.25%	30.10%	30.01%	30.94%	30.86%	30.41%	30.47%	30.48%	30.47%
Entertainment/Recreation	9.56%	12.50%	13.14%	13.99%	13.84%	13.58%	13.61%	13.61%	13.60%
GeneralTrade	11.64%	10.99%	11.15%	11.60%	11.56%	11.29%	11.16%	11.14%	11.16%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Source: MU-TRDC.

Table B-7. Total (Direct and Indirect) Economic Impact of Tourism and Travel in Missouri, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Industry Output									
	\$10,805,722,143	\$11,727,549,780	\$12,288,498,865	\$11,932,974,803	\$12,489,403,227	\$13,285,930,117	\$12,784,633,571	\$12,760,041,146	\$12,546,056,678
Percent Change		8.5%	4.8%	-2.9%	4.7%	6.4%	-3.8%	-0.2%	-1.7%
Employment									
	187,135	203,874	214,341	203,319	208,015	211,970	195,580	192,159	184,961
Percent Change		8.9%	5.1%	-5.1%	2.3%	1.9%	-7.7%	-1.7%	-3.7%
Personal Income									
	\$3,851,514,379	\$4,417,709,004	\$4,602,207,625	\$4,683,733,974	\$4,867,929,676	\$5,163,640,711	\$4,975,322,078	\$4,964,099,705	\$4,880,542,281
Percent Change		14.7%	4.2%	1.8%	3.9%	6.1%	-3.6%	-0.2%	-1.7%
Value Added									
	\$5,980,247,768	\$6,823,080,140	\$7,184,043,704	\$7,521,593,756	\$7,800,253,722	\$7,944,548,733	\$7,646,615,464	\$7,630,994,811	\$7,503,047,542
Percent Change		14.1%	5.3%	4.7%	3.7%	1.8%	-3.8%	-0.2%	-1.7%
Employee Compensation									
	\$3,495,713,085	\$4,051,942,749	\$4,190,854,969	\$4,231,245,127	\$4,401,580,611	\$4,647,434,989	\$4,483,333,599	\$4,472,102,509	\$4,396,509,074
Proprietors' Income									
	\$355,801,336	\$365,766,178	\$411,352,846	\$452,488,681	\$466,349,088	\$516,205,707	\$491,988,484	\$491,997,260	\$484,033,265
Other Property Income									
	\$1,456,758,085	\$1,688,048,899	\$1,797,639,962	\$1,988,975,966	\$2,056,789,790	\$1,877,371,387	\$1,802,757,198	\$1,800,003,807	\$1,770,058,124
Indirect Business taxes									
	\$671,975,427	\$717,322,353	\$784,195,955	\$848,883,889	\$875,534,053	\$903,536,660	\$868,536,250	\$866,891,085	\$852,447,304
State Revenue									
	\$444,558,197	\$494,581,692	\$526,511,736	\$544,456,222	\$569,363,765	\$606,843,498	\$603,043,279	\$605,126,939	\$592,564,100
Percent Change		11.3%	6.5%	3.4%	4.6%	6.6%	-0.6%	0.3%	-2.1%
Federal Income Taxes									
	\$320,946,028	\$383,735,213	\$423,239,153	\$423,170,710	\$456,188,352	\$505,642,758	\$466,854,663	\$442,566,099	\$430,554,766
Percent Change		19.6%	10.3%	0.0%	7.8%	10.8%	-7.7%	-5.2%	-2.7%

Employee Compensation: Total payroll cost, including benefits such as health and life insurance, retirement payments.

Employment: Number of full-time and part-time jobs.

Indirect Business Taxes: Primarily consists of excise and sales taxes paid by individuals to businesses.

Other Property Income: Payments from rents, royalties and dividends.

Personal Income: Income from all sources, including employment income and transfer payments.

Proprietary Income: All payments received by self-employed individuals as income. This includes private business owners, doctors, lawyers, etc...

State Revenues: Revenues collected by the state of Missouri. Consists of sales, income (individual and corporate), and other taxes.

Total Industry Output: The dollar value of production.

Value Added: Sum of employee compensation, proprietary income, other property income and indirect business taxes.

Source: MU-TRDC.

Table B-8. Number of Domestic Households Visiting Missouri, by Age of Head of Household, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
<35	4,372,818	4,738,185	4,615,167	4,054,562	4,100,085	4,834,127	4,400,248	4,285,013	5,306,210
35 to 49	6,462,086	6,810,796	5,970,776	7,041,063	6,523,698	6,505,138	5,887,746	6,064,849	6,182,648
50+	7,210,728	7,792,997	8,236,249	8,042,632	8,522,736	7,937,558	7,675,882	8,447,856	7,114,410
Average Age	47.4	47.4	48.2	47.7	48.7	47.2	47.4	48.2	45.8

Source: TravelScope.

Table B-9. Number of Domestic Households Visiting Missouri, by Household Income, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
<\$40,000	49%	51%	49%	42%	43%	36%	36%	33%	34%
\$40,000-\$74,999	36%	34%	33%	36%	31%	36%	34%	38%	34%
\$75,000+	15%	15%	18%	22%	26%	28%	30%	29%	32%
Median	\$40,000-\$44,999	\$37,500-\$39,999	\$40,000-\$44,999	\$45,000-\$49,999	\$45,000-\$49,999	\$50,000-\$59,999	\$50,000-\$59,999	\$50,000-\$59,999	\$50,000-\$59,999

Source: TravelScope.

**Table B-10. Number of Domestic Households Visiting Missouri, by Education,
FY95 - FY03.**

FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
4,897,953	4,768,690	4,559,321	4,895,788	4,305,849	4,041,408	4,104,328	4,226,102	3,769,502
5,400,623	6,167,440	6,055,102	5,679,098	5,912,474	6,004,195	5,843,802	6,123,612	6,006,597
7,747,057	8,405,848	8,207,768	8,563,371	8,928,197	9,231,220	8,015,746	8,448,004	8,827,168

Source: TravelScope.

Table B-11. Number of Domestic Households Visiting Missouri, by Occupation of Head of Household, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Professional	7,454,629	7,966,870	7,029,243	7,837,085	7,709,376	7,923,636	7,088,584	6,822,982	7,036,143
Administrative Support	1,992,997	2,168,333	2,213,522	2,089,964	1,895,622	2,363,667	1,890,751	2,095,765	2,110,988
Operator	1,242,884	1,429,862	1,501,322	1,359,488	1,637,726	1,068,381	1,466,801	1,647,662	1,689,713
Craftsman	1,475,663	1,344,868	1,232,325	1,295,627	1,159,917	1,190,800	1,268,217	1,233,842	1,261,247
Service	745,720	854,456	986,930	737,090	773,595	934,854	959,266	1,134,715	740,172
Farming	281,503	359,988	427,273	416,883	335,446	300,570	255,735	292,941	227,832
Other	4,852,238	5,217,601	5,431,577	5,402,120	5,634,838	5,494,915	5,034,522	5,569,812	5,537,174

Note: Professional includes lawyer, engineer, teacher, manager, doctor, RN.
 Administrative Support includes computer operator, account executive, insurance agent, broker, secretary, cashier, bank teller, technical sales.
 Service includes LPN, hairdresser, waiter, child-care worker, policeman.
 Farming includes forestry, fishing, farm management, farm laborer.
 Craftsman includes repairman, mechanic, mason, jeweler, miner, baker.
 Operator includes laborer, lathe operator, welder, driver, garage worker.
 Other includes retired, student, armed forces.

Source: TravelScope.

Table B-12. Number of Domestic Households Visiting Missouri, by Travel Party Composition, FY95 - FY03.

Note: *The travel party data refer to just household members in the travel part. For example, if a single person with his own household travels with a couple with their own household, TravelScope would record the single person's trip as a single travel party of size one. The couple's trip would be recorded as a couple's travel party of size two.*

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Singles	8,479,230	9,316,746	9,173,423	8,671,138	8,600,876	8,455,402	7,661,217	7,890,012	7,432,773
Couples	4,704,112	5,358,882	5,106,743	5,205,727	5,826,355	5,761,213	5,170,967	5,396,341	5,216,822
Three + Adults	563,010	544,810	665,653	768,549	589,047	677,260	866,554	978,675	828,300
Families	4,299,281	4,121,540	3,876,372	4,492,843	4,130,241	4,382,949	4,265,139	4,532,689	5,125,374
Avg. Party Size	1.80	1.77	1.77	1.83	1.80	1.83	1.88	1.89	1.87

Note: Singles means travel party consists of only one adult.
 Couples means travel party consists of only two adults.
 Three+ adults means travel party consists of only three or more adults.
 Families means travel party contains at least one child.

Source: TravelScope.

Table B-13. Number of Domestic Households Visiting Missouri, by Lifestage, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Roommates	599,439	675,058	709,251	1,014,416	683,490	723,595	592,975	411,750	639,545
Young Singles	1,522,790	1,686,093	1,736,698	1,047,397	1,213,715	1,405,158	1,291,057	1,057,473	1,482,899
Middle Singles	1,672,207	1,723,243	1,604,800	1,628,360	1,661,436	1,674,447	1,284,410	1,448,323	1,452,031
Older Singles	681,805	1,078,840	1,067,983	897,470	1,054,723	1,004,944	902,141	928,019	751,861
Young Couple	1,448,076	1,975,539	1,479,727	1,909,943	1,468,500	1,625,269	1,618,526	1,815,773	2,363,364
Working Older Couple	2,412,559	2,319,759	2,399,395	2,523,921	3,054,853	2,620,996	2,753,941	2,875,706	2,485,288
Retired Older Couple	1,675,964	1,731,366	1,978,168	1,853,432	1,913,991	2,132,138	1,755,705	1,925,057	1,587,710
Young Parent	2,887,692	2,988,574	2,958,088	3,531,209	2,795,533	2,932,605	2,673,708	3,066,884	3,124,292
Middle Parent	2,222,360	2,245,469	2,076,622	1,866,096	1,985,900	1,940,683	2,052,003	1,975,223	1,960,625
Older Parent	2,922,741	2,918,038	2,811,459	2,866,011	3,314,379	3,216,989	3,039,412	3,293,510	2,755,653

Definitions

Young Singles:	1 Member Household Age of Head Under 35
Middle Singles:	1 Member Household Age of Head from 35 to 65
Older Singles:	1 Member Household Age of Head Over 65
Young Couple:	Multimember Household Age of Head Under 45 Married or Nonrelated Individual(s) of Opposite Sex 18+ Present No Children Present
Working Older Couple:	Multimember Household Age of Head 45 and Over Head of Household Employed No Children Present Married or Nonrelated Individual(s) of Opposite Sex 18+ Present
Retired Older Couple:	Multimember Household Age of Head 45 and Over Head of Household Not Employed No Children Present Married or Nonrelated Individual(s) of Opposite Sex 18+ Present
Young Parent:	Multimember Household Age of Head Under 45 Youngest Child Under 6
Middle Parent:	Multimember Household Age of Head Under 45 Youngest Child 6+
Older Parent:	Multimember Household Age of Head 45+ Child at Home – Any Age
Roommates:	Unmarried Head of Household Living with a Nonrelative 18+ of Same Sex

Source: TravelScope.

Table B-14. Number of Domestic Visitors to Missouri, by Purpose of Stay, FY95 - FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Visit friends/Relatives	13,975,234	14,337,852	13,549,742	13,909,385	14,017,816	14,334,035	14,212,630	15,066,548	15,492,062
Entertainment/Sightseeing	5,833,650	6,148,237	6,052,251	6,597,877	5,980,960	6,602,897	6,189,139	6,430,077	6,111,455
Other pleasure/personal	2,081,360	2,551,372	2,608,546	2,640,299	3,241,498	3,195,805	2,952,133	3,855,664	4,291,902
Business-General	4,126,359	4,710,981	4,603,192	4,572,482	4,328,134	4,891,029	3,757,907	4,129,688	3,045,298
Outdoor recreation	2,506,188	2,761,993	2,499,908	2,673,136	2,613,051	2,229,888	2,667,631	2,087,741	2,816,763
Business-Convention	1,344,137	1,492,033	1,167,654	1,327,333	1,316,143	1,286,337	1,226,060	1,331,388	1,171,133
Combined Business/pleasure	1,163,826	1,082,908	1,392,171	1,605,208	1,512,286	1,422,508	1,299,676	1,202,998	1,168,792
Other	1,394,992	1,207,626	1,351,484	1,682,820	1,397,919	1,267,654	1,459,924	1,486,197	603,150

Source: TravelScope.

Table B-15. Number of Domestic Visitors to Missouri, by Reported Activities, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Shopping	9,376,322	10,043,814	9,359,138	9,330,567	10,093,694	10,519,376	9,409,978	10,122,105	10,537,653
Outdoor (e.g. hunt, fish, hike, bike, camp)	3,888,928	3,841,700	4,085,409	3,856,327	3,943,239	3,801,955	3,948,661	4,529,087	3,716,952
Theme/Amusement park	3,244,296	3,028,547	3,490,311	3,851,071	3,928,292	3,202,381	3,875,036	2,845,541	3,305,177
Attend social/family event *	0	0	0	0	0	0	0	0	3,224,686
Historical places, sites, museums	3,657,490	3,964,179	3,554,636	3,982,210	4,177,824	3,957,360	4,332,567	4,530,395	3,224,323
Cultural Events/Festivals	2,461,092	2,776,020	2,801,253	2,678,161	3,016,441	2,735,110	3,034,727	2,650,013	2,260,141
Attend sports event	1,562,619	1,461,427	1,671,397	1,942,398	1,583,355	1,850,128	1,839,290	2,035,612	1,734,064
Nightlife/Dancing	1,968,587	2,692,883	2,060,344	2,097,035	1,857,880	1,938,505	2,024,040	1,733,006	1,713,696
National/State park	1,666,057	2,156,627	2,027,994	1,744,287	2,092,293	2,304,297	2,430,585	2,142,933	1,701,867
Gambling	758,008	843,256	1,581,027	1,387,779	1,173,616	1,191,707	1,386,404	1,073,172	1,386,292
City/Urban sightseeing *	0	0	0	0	0	0	0	0	1,087,588
Seminar/Courses *	0	0	0	0	0	0	0	0	1,047,344
Rural sightseeing *	0	0	0	0	0	0	0	0	953,105
Performing Arts *	0	0	0	0	0	0	0	0	866,452
Zoo/Aquarium/Science Museum *	0	0	0	0	0	0	0	0	766,847
Water sports/Boating *	0	0	0	0	0	0	0	0	674,656
Golf	806,398	687,327	643,137	689,174	901,579	800,549	459,467	610,697	591,198
Beach activities	512,744	305,989	304,496	431,713	197,193	262,366	396,524	434,347	357,704
Art museums/Galleries *	0	0	0	0	0	0	0	0	87,751
Winter sports (e.g. skiing) *	0	0	0	0	0	0	0	0	4,241
Other	1,247,445	1,371,079	1,313,332	1,408,200	1,114,022	1,161,552	1,447,385	1,597,443	1,196,843

*TravelScope began collecting data for these activities in January 2003.

Source: TravelScope.

Table B-16. Race of Households Visiting Missouri, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
White	94.9%	94.0%	94.5%	93.7%	94.7%	92.4%	92.6%	93.1%	92.4%
Black/African-American	2.7%	3.1%	3.1%	3.1%	3.0%	3.1%	3.5%	3.4%	3.7%
Asian or Pacific Islander	0.3%	0.4%	0.3%	0.5%	0.5%	0.7%	0.5%	0.4%	0.5%
Native American	0.5%	0.2%	0.2%	0.9%	0.6%	0.6%	0.6%	0.5%	0.8%
Other	0.8%	0.9%	1.3%	1.1%	0.6%	1.1%	0.5%	0.8%	0.9%
No Answer	0.8%	1.3%	0.7%	0.7%	0.7%	2.1%	2.3%	1.7%	1.7%

Source: TravelScope.

Table B-17. Origin of Households Visiting Missouri, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Not Spanish/Hispanic	94.8%	96.1%	96.2%	96.1%	94.6%	93.4%	94.6%	94.8%	94.9%
Spanish/Hispanic	1.8%	0.7%	0.6%	1.0%	1.6%	2.6%	1.2%	0.8%	1.4%
No Answer	3.3%	3.2%	3.2%	2.8%	3.8%	4.0%	4.2%	4.3%	3.7%

Source: TravelScope.

Table B-18. Number of Domestic Visitors to Missouri, by Residence Status, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
Out-of-State	21,649,530	23,303,899	23,088,694	24,433,367	24,261,448	24,959,617	23,806,817	24,432,680	23,069,053
In-State	10,776,215	10,999,193	10,136,254	10,575,174	10,146,359	10,270,536	9,958,282	11,157,621	11,631,501
Total	32,425,744	34,303,092	33,224,949	35,008,541	34,407,807	35,230,153	33,765,100	35,590,301	34,700,555

Source: TravelScope.

Table B-19. Number of Domestic Visitors to Missouri, by Month, FY95 – FY03.

	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
July	4,536,526	4,366,674	4,144,936	5,176,276	5,265,462	4,489,867	4,194,986	4,889,720	5,064,195
August	4,021,212	4,176,532	3,898,689	4,148,989	3,523,403	3,453,574	3,862,688	3,389,325	2,882,970
September	2,702,198	2,694,391	2,576,717	3,324,650	2,516,473	2,873,711	3,027,740	2,884,650	2,738,690
October	2,519,940	3,042,205	2,484,070	2,685,569	3,015,401	2,993,602	2,569,089	2,335,141	2,486,096
November	2,497,198	2,735,156	2,691,517	2,553,073	2,420,409	3,536,667	2,958,633	3,160,319	2,853,631
December	2,308,535	3,153,204	3,189,106	2,345,903	2,937,104	3,019,733	2,940,702	2,639,814	3,310,389
January	1,199,024	1,402,940	1,457,913	1,527,754	1,400,474	1,447,320	1,299,811	1,609,952	1,518,423
February	1,429,970	1,615,923	1,330,836	1,836,084	1,448,599	1,474,250	1,482,066	1,706,110	1,780,829
March	2,426,751	1,893,640	2,002,382	2,108,688	2,075,539	2,216,754	2,086,915	2,449,042	2,757,543
April	2,042,168	2,293,057	2,102,432	2,669,387	2,567,621	2,476,655	2,601,886	2,478,165	2,486,029
May	2,623,102	3,489,977	2,951,477	3,170,525	3,324,847	3,518,285	3,100,745	3,497,863	3,127,832
June	4,119,120	3,429,302	4,394,874	3,461,643	3,912,475	3,729,735	3,639,839	4,550,200	3,693,926
TOTAL	32,425,744	34,293,001	33,224,949	35,008,541	34,407,807	35,230,153	33,765,100	35,590,301	34,700,555

Source: TravelScope.

Table B-20. Number of Domestic Visitors to Missouri from Select States, FY95 – FY03.

State	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
MO	10,776,215	10,999,193	10,136,254	10,575,174	10,146,359	10,270,536	9,958,282	11,157,621	11,631,501
IL	3,967,323	4,223,179	3,816,641	4,308,274	4,169,452	4,509,631	4,161,259	3,898,821	4,126,862
KS	2,214,467	3,140,494	3,349,597	3,335,018	3,326,148	3,233,161	3,132,477	3,588,961	2,921,863
TX	1,738,627	1,707,246	2,201,199	1,969,256	1,874,715	1,845,718	1,671,744	1,906,518	2,180,876
OK	1,236,078	1,074,533	1,221,288	1,011,614	1,680,019	1,515,960	1,569,192	1,675,828	1,583,174
IA	918,196	1,177,166	894,317	1,014,882	926,228	1,584,217	1,419,948	915,728	1,528,622
AR	1,272,178	1,778,381	1,778,481	1,676,740	1,942,461	1,733,267	2,148,724	2,043,255	1,513,923
NE	600,264	366,770	603,364	721,404	834,213	891,736	530,927	511,245	767,001
IN	867,837	572,922	843,441	702,295	746,837	796,828	712,371	664,196	683,568
CA	892,057	878,402	900,108	800,036	1,049,335	904,123	783,291	839,167	674,101
TN	756,155	910,768	500,329	866,011	792,062	686,376	861,685	680,212	621,227
FL	530,948	457,839	287,252	388,627	435,086	555,049	401,375	572,591	590,043
Rest of U.S. (Excluding Alaska and Hawaii)	6,655,399	7,006,110	6,692,680	7,639,210	6,484,893	6,703,553	6,413,824	7,136,159	5,877,794
TOTAL	32,425,744	34,293,001	33,224,949	35,008,541	34,407,807	35,230,153	33,765,100	35,590,301	34,700,555

Source: TravelScope.

Table B-21. Percentage of Travelers from Select States Choosing Missouri as a Destination, FY95 - FY03.

State	FY95	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
MO	56.9%	52.9%	54.0%	52.3%	52.3%	48.3%	49.9%	52.1%	54.1%
KS	23.4%	29.7%	30.4%	30.0%	27.5%	27.9%	28.0%	29.0%	23.7%
AR	15.0%	19.1%	18.9%	18.1%	18.8%	17.3%	19.5%	20.7%	14.2%
IA	9.0%	11.2%	7.7%	8.2%	7.5%	11.7%	11.2%	8.5%	12.8%
IL	10.7%	11.7%	10.2%	11.1%	10.9%	11.4%	11.2%	10.5%	11.1%
OK	10.7%	8.7%	9.1%	8.2%	11.9%	11.6%	11.5%	12.0%	11.0%
NE	9.9%	5.3%	9.5%	10.4%	10.9%	12.3%	7.9%	7.8%	9.6%
MS	4.1%	3.8%	3.2%	4.8%	1.5%	2.8%	4.1%	5.0%	3.7%
IN	4.8%	3.0%	4.2%	3.6%	3.3%	4.0%	3.6%	3.3%	3.3%
TN	4.4%	4.7%	2.4%	4.1%	3.9%	3.6%	4.3%	3.4%	3.0%
TX	2.5%	2.4%	3.0%	2.7%	2.6%	2.4%	2.2%	2.6%	2.6%
CO	2.4%	3.0%	3.1%	2.7%	3.1%	2.9%	2.4%	3.1%	2.5%

Source: TravelScope.

Table B-22. Number of Visitors to Missouri from Select DMAs, FY96 - FY03.

	FY96	FY97	FY98	FY99	FY00	FY01	FY02	FY03
KANSAS CITY	4,372,648	4,292,065	4,607,943	4,141,272	4,037,665	4,148,433	4,477,817	4,507,061
ST. LOUIS	5,192,261	4,079,987	3,868,319	4,220,446	4,495,985	3,800,738	4,350,379	4,128,337
SPRINGFIELD, MO	1,681,439	1,808,498	1,880,627	1,950,046	1,965,671	1,862,061	1,929,622	2,100,375
COLUMBIA-JEFFERSON CITY	801,358	450,629	897,182	765,538	869,220	997,496	1,080,238	1,512,776
DALLAS-FT.WORTH	748,636	917,851	864,159	687,112	886,129	696,623	935,719	1,030,509
CHICAGO	1,258,865	1,242,540	1,395,384	1,429,628	1,527,049	1,188,806	1,046,468	1,020,869
JOPLIN-PITTSBURG	835,629	642,739	1,056,731	831,413	642,302	1,022,250	1,612,729	1,018,816
QUINCY-HANNIBAL-KEOKUK	517,815	524,037	425,906	414,568	430,094	672,780	577,239	962,406
TULSA	342,550	607,987	505,947	785,879	584,360	659,571	589,029	926,821
DES MOINES-AMES	422,679	400,369	316,718	412,367	651,910	459,679	399,311	885,496
PADUCAH-CAPE GIRARDEAU- HARRISBURG-MT VERNON	969,074	1,336,402	992,828	1,154,399	1,050,787	1,013,041	1,150,950	766,903
WICHITA-HUTCHINSON PLUS	616,838	843,245	1,010,464	724,476	1,059,711	756,982	866,818	743,815
OMAHA	392,854	521,679	563,505	686,158	736,549	452,981	433,633	638,338
OKLAHOMA CITY	721,667	550,512	381,853	658,063	710,970	698,733	651,732	585,051
MEMPHIS	733,728	445,776	688,094	718,733	581,066	731,370	839,758	566,047
CHAMPAIGN & SPRINGFIELD- DECATUR	631,003	539,104	701,170	393,354	680,463	747,083	646,844	533,373

Source: TravelScope.

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03.

	FY96			FY97			FY98			FY99		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues	
Pony Express Region	\$178,217,776	12.80%		\$184,564,779	12.59%		\$194,525,897	12.43%		\$194,627,186	12.03%	
Andrew	\$5,323,338	11.73%		\$6,286,755	11.24%		\$6,502,890	11.54%		\$6,483,011	11.59%	
Archison	\$6,642,136	19.02%		\$5,887,080	15.21%		\$6,848,895	16.65%		\$7,526,835	20.53%	
Buchanan	\$115,867,421	14.63%		\$120,293,816	14.32%		\$124,943,571	13.80%		\$120,318,727	12.98%	
Caldwell	\$1,462,672	6.74%		\$1,696,599	7.40%		\$1,779,787	7.27%		\$2,344,175	8.53%	
Clarion	\$4,824,143	8.95%		\$4,494,193	8.34%		\$5,085,158	8.93%		\$5,957,723	8.88%	
Davies	\$1,973,411	7.77%		\$2,087,880	7.82%		\$2,332,540	8.24%		\$2,137,958	6.83%	
DeKalb	\$9,157,671	12.20%		\$10,303,190	13.52%		\$11,541,350	13.58%		\$11,664,348	12.55%	
Gentry	\$2,284,229	7.23%		\$2,522,201	7.54%		\$2,395,745	7.18%		\$1,730,897	5.00%	
Harrison	\$7,243,131	11.87%		\$7,278,835	11.37%		\$7,639,866	11.38%		\$7,639,566	10.88%	
Holt	\$3,352,076	15.49%		\$3,189,097	14.81%		\$3,414,503	14.56%		\$3,423,059	15.73%	
Nodaway	\$13,021,519	9.22%		\$13,437,273	9.58%		\$14,389,934	9.88%		\$14,703,505	10.02%	
Ray	\$6,516,843	8.20%		\$6,580,145	7.89%		\$7,114,379	7.95%		\$10,051,949	10.35%	
Worth	\$549,187	5.98%		\$507,715	6.28%		\$537,278	6.48%		\$645,432	7.45%	
Charlton Valley Region	\$91,522,873	9.32%		\$92,549,785	9.71%		\$94,453,291	9.66%		\$99,286,161	9.76%	
Adair	\$23,742,525	8.03%		\$24,513,944	10.52%		\$25,472,632	11.61%		\$25,787,539	11.05%	
Carroll	\$3,430,801	8.83%		\$3,793,151	9.52%		\$3,886,327	8.93%		\$3,826,129	8.89%	
Charlton	\$1,573,051	4.98%		\$1,572,317	4.51%		\$1,626,400	4.28%		\$1,794,784	4.70%	
Grundy	\$6,871,384	11.21%		\$6,429,111	9.19%		\$6,026,735	8.40%		\$6,248,979	8.64%	
Linn	\$6,600,372	8.28%		\$6,770,416	8.17%		\$7,486,278	8.32%		\$7,294,009	7.54%	
Livingston	\$15,088,829	10.87%		\$15,326,392	10.63%		\$15,524,877	10.72%		\$15,909,602	10.86%	
Macon	\$10,347,684	13.34%		\$10,426,561	12.71%		\$10,717,225	11.62%		\$11,237,202	12.69%	
Mercer	\$1,476,915	8.53%		\$1,218,768	7.58%		\$1,135,055	7.02%		\$1,128,100	5.95%	
Putnam	\$1,140,932	6.04%		\$751,866	3.96%		\$655,925	3.41%		\$774,591	3.87%	
Randolph	\$17,541,860	9.97%		\$17,902,122	9.99%		\$17,923,287	9.50%		\$21,267,113	10.49%	
Schuyler	\$694,332	3.85%		\$836,363	4.40%		\$778,981	3.94%		\$701,825	3.46%	
Sullivan	\$3,014,188	10.72%		\$3,008,774	9.13%		\$3,219,571	9.40%		\$3,316,288	9.16%	

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 - FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues		Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales Revenues	
Pony Express Region	\$185,749,975	11.23%		\$189,034,759	11.06%		\$195,590,345	11.07%		\$196,344,842	11.13%	
Andrew	\$6,721,558	10.69%		\$10,452,501	16.85%		\$13,756,371	20.21%		\$14,350,527	21.70%	
Archison	\$7,632,978	21.20%		\$6,978,771	19.47%		\$6,957,209	20.12%		\$6,810,552	20.33%	
Buchanan	\$109,331,469	11.57%		\$109,648,903	11.35%		\$111,480,693	11.42%		\$111,975,919	11.55%	
Caldwell	\$2,271,617	8.00%		\$1,954,810	6.34%		\$1,912,373	6.18%		\$1,959,569	6.42%	
Clinton	\$6,681,516	9.47%		\$7,871,798	10.00%		\$8,644,780	10.34%		\$8,490,670	10.68%	
Davies	\$1,997,984	6.29%		\$2,285,436	6.87%		\$2,673,701	8.31%		\$2,661,185	7.95%	
DeKalb	\$12,429,647	12.80%		\$11,347,315	11.97%		\$11,672,297	11.54%		\$11,844,541	11.49%	
Gentry	\$2,104,578	6.18%		\$2,021,982	5.61%		\$2,140,388	5.85%		\$2,125,828	5.88%	
Harrison	\$8,269,013	11.62%		\$8,934,837	12.19%		\$8,778,388	11.61%		\$8,780,954	11.52%	
Holt	\$5,413,539	24.05%		\$4,070,551	17.84%		\$3,996,881	13.49%		\$3,795,755	14.00%	
Nodaway	\$14,953,239	9.76%		\$14,886,683	9.44%		\$15,527,444	9.35%		\$15,615,186	9.41%	
Ray	\$8,419,516	8.27%		\$8,077,291	7.39%		\$7,522,265	6.12%		\$7,321,453	5.89%	
Worth	\$523,322	6.05%		\$513,882	6.02%		\$527,574	6.01%		\$612,703	6.85%	
Charlton Valley Region	\$94,852,541	9.14%		\$90,458,984	8.46%		\$92,827,181	8.45%		\$92,490,845	8.36%	
Adair	\$24,722,649	10.42%		\$22,972,723	9.54%		\$23,381,351	9.12%		\$23,158,329	8.80%	
Carroll	\$4,339,569	9.72%		\$4,110,519	8.76%		\$4,211,963	8.31%		\$4,163,753	8.04%	
Chariton	\$1,725,229	4.60%		\$1,711,675	4.63%		\$1,820,275	4.61%		\$1,796,167	4.43%	
Grundy	\$5,987,897	8.14%		\$6,089,096	7.41%		\$5,892,947	7.99%		\$5,745,623	8.03%	
Linn	\$6,401,209	6.42%		\$6,034,041	5.90%		\$6,436,747	5.92%		\$6,357,955	5.93%	
Livingston	\$16,205,096	10.73%		\$15,082,822	9.80%		\$14,897,785	9.70%		\$14,750,144	9.77%	
Macon	\$11,246,469	12.20%		\$11,587,706	12.43%		\$12,530,976	13.12%		\$12,754,313	12.69%	
Mercer	\$1,093,861	5.60%		\$1,176,013	5.56%		\$1,308,251	6.06%		\$1,308,958	6.30%	
Pulaski	\$933,284	4.39%		\$974,088	4.35%		\$1,069,852	4.60%		\$1,276,546	5.37%	
Randolph	\$18,110,794	8.81%		\$16,376,137	7.79%		\$16,527,319	7.49%		\$16,501,712	7.49%	
Schuyler	\$660,543	3.30%		\$632,779	3.19%		\$625,097	3.22%		\$629,073	3.22%	
Sullivan	\$3,425,942	9.69%		\$3,731,383	9.48%		\$4,124,620	11.47%		\$4,048,271	11.04%	

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY96			FY97			FY98			FY99		
	Tourism-Related Taxable Sales Revenues	Related Taxable Sales Revenues as % of Region's Total Taxable Sales		Tourism-Related Taxable Sales Revenues	Related Taxable Sales Revenues as % of Region's Total Taxable Sales		Tourism-Related Taxable Sales Revenues	Related Taxable Sales Revenues as % of Region's Total Taxable Sales		Tourism-Related Taxable Sales Revenues	Related Taxable Sales Revenues as % of Region's Total Taxable Sales	
Mark Twain Region	\$75,580,516	9.43%		\$78,678,183	9.40%		\$87,757,181	10.21%		\$94,433,991	10.86%	
Audran	\$14,550,843	8.03%		\$14,777,643	7.89%		\$14,939,547	7.98%		\$15,235,099	8.19%	
Clark	\$1,093,824	4.27%		\$971,165	3.64%		\$1,136,188	3.95%		\$1,211,484	4.01%	
Knox	\$1,086,940	6.57%		\$1,035,384	6.11%		\$1,195,918	7.01%		\$1,188,368	6.88%	
Lewis	\$2,810,696	8.19%		\$2,861,785	7.63%		\$2,661,818	6.88%		\$2,408,173	6.27%	
Marion	\$29,724,236	12.97%		\$30,191,141	12.20%		\$34,636,719	13.49%		\$39,227,953	14.84%	
Monroe	\$3,304,464	8.49%		\$3,520,172	9.20%		\$3,566,454	8.86%		\$3,719,743	9.33%	
Montgomery	\$3,890,817	6.38%		\$4,553,048	7.27%		\$5,169,137	7.87%		\$5,310,847	8.20%	
Pike	\$7,220,018	7.56%		\$8,320,523	8.11%		\$12,401,745	11.42%		\$14,681,679	13.83%	
Ralls	\$7,771,356	12.87%		\$8,141,855	14.32%		\$7,747,079	13.56%		\$7,340,684	12.48%	
Scotland	\$1,944,498	7.83%		\$1,818,061	7.13%		\$1,699,232	6.62%		\$1,825,635	6.48%	
Shelby	\$2,182,822	6.50%		\$2,487,406	7.07%		\$2,603,342	7.68%		\$2,284,326	6.46%	
Kansas City Region	\$1,353,837,304	13.40%		\$1,452,537,491	13.31%		\$1,507,648,280	13.00%		\$1,575,779,350	12.97%	
Cass	\$38,704,822	9.20%		\$42,389,633	8.53%		\$42,835,155	7.30%		\$45,493,296	7.17%	
Clay	\$206,515,798	10.25%		\$260,884,355	11.45%		\$225,408,986	9.69%		\$239,778,253	9.95%	
Jackson	\$971,451,732	13.98%		\$1,005,280,149	13.73%		\$1,078,489,448	14.09%		\$1,119,906,811	13.86%	
Lafayette	\$22,052,655	12.01%		\$22,921,286	12.42%		\$22,901,703	11.97%		\$23,963,863	12.03%	
Platte	\$115,112,297	21.60%		\$121,062,069	19.12%		\$138,012,987	18.10%		\$146,637,127	17.83%	
Osage Lake Region	\$162,751,221	11.35%		\$169,809,475	11.15%		\$173,232,029	10.60%		\$176,481,574	10.51%	
Barton	\$6,986,886	11.34%		\$6,879,550	10.75%		\$6,952,203	10.26%		\$7,095,851	10.18%	
Bates	\$12,919,953	19.43%		\$13,053,017	17.78%		\$12,684,244	16.14%		\$13,156,184	15.85%	
Benton	\$9,781,499	10.89%		\$10,532,599	11.07%		\$10,877,283	10.29%		\$11,429,699	11.21%	
Cedar	\$6,731,392	12.10%		\$6,845,490	12.24%		\$7,434,516	12.47%		\$6,742,030	10.63%	
Dade	\$1,222,756	4.68%		\$2,248,436	8.18%		\$2,076,647	6.93%		\$2,185,658	6.99%	
Dallas	\$6,376,583	9.09%		\$6,672,017	9.01%		\$6,969,405	9.17%		\$7,036,638	8.78%	
Herry	\$16,760,054	10.95%		\$17,786,019	11.22%		\$18,669,581	10.78%		\$18,627,931	10.02%	
Hickory	\$2,541,997	9.54%		\$2,891,298	10.58%		\$2,756,332	9.81%		\$2,843,693	9.58%	
Jolinson	\$28,772,937	12.19%		\$29,060,777	11.41%		\$30,500,915	11.15%		\$32,904,851	11.69%	
Pettis	\$42,055,427	11.98%		\$42,505,695	11.19%		\$41,143,914	9.88%		\$41,037,582	9.69%	
Polk	\$10,742,779	7.75%		\$11,384,942	8.03%		\$12,686,237	8.54%		\$13,540,989	8.21%	
St. Clair	\$3,504,244	12.81%		\$3,644,890	12.01%		\$3,484,841	11.35%		\$3,463,834	11.15%	
Vernon	\$14,354,714	10.96%		\$16,304,745	11.62%		\$16,996,712	12.68%		\$16,416,634	12.30%	

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 - FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales
Mark Twain Region												
Audrain	\$91,205,913	10.33%	10.00%	\$91,479,351	10.08%	10.00%	\$90,961,112	9.94%	9.94%	\$89,259,316	9.74%	9.74%
Clark	\$15,512,783	8.12%	8.18%	\$15,681,125	8.18%	8.18%	\$15,042,101	8.05%	8.05%	\$14,820,180	7.96%	7.96%
Clark	\$1,209,536	3.89%	2.81%	\$862,366	2.81%	2.81%	\$833,392	2.53%	2.53%	\$898,417	2.66%	2.66%
Knox	\$1,154,074	6.58%	5.80%	\$1,279,072	5.80%	5.80%	\$1,215,782	6.15%	6.15%	\$1,244,245	6.35%	6.35%
Lewis	\$2,267,382	5.74%	4.49%	\$2,019,446	4.49%	4.49%	\$1,778,695	3.66%	3.66%	\$1,923,046	4.30%	4.30%
Marion	\$38,144,987	14.30%	14.53%	\$38,570,827	14.53%	14.53%	\$38,097,593	13.83%	13.83%	\$36,005,098	12.71%	12.71%
Monroe	\$3,915,226	10.07%	9.14%	\$3,691,236	9.14%	9.14%	\$3,680,790	9.09%	9.09%	\$4,007,971	9.98%	9.98%
Montgomery	\$5,335,148	8.13%	9.03%	\$6,061,615	9.03%	9.03%	\$6,679,557	10.15%	10.15%	\$6,706,626	10.55%	10.55%
Pike	\$13,174,352	12.31%	11.39%	\$13,259,377	11.39%	11.39%	\$13,259,023	11.20%	11.20%	\$12,975,626	10.91%	10.91%
Rolls	\$6,411,643	10.65%	10.98%	\$6,358,132	10.98%	10.98%	\$6,477,894	11.05%	11.05%	\$6,794,643	11.28%	11.28%
Scotland	\$1,964,162	6.83%	6.41%	\$1,922,991	6.41%	6.41%	\$1,980,168	6.75%	6.75%	\$1,964,744	6.65%	6.65%
Shelby	\$2,116,620	5.76%	4.38%	\$1,773,164	4.38%	4.38%	\$1,916,116	5.01%	5.01%	\$1,918,718	5.27%	5.27%
Kansas City Region												
Cass	\$1,540,203,343	12.84%	12.78%	\$1,578,498,481	12.78%	12.78%	\$1,724,554,254	12.85%	12.85%	\$1,725,208,465	12.96%	12.96%
Clay	\$49,545,672	7.23%	6.02%	\$51,465,261	6.02%	6.02%	\$55,441,922	5.60%	5.60%	\$58,104,957	6.65%	6.65%
Clay	\$244,855,200	9.52%	9.36%	\$247,222,657	9.36%	9.36%	\$262,764,555	9.69%	9.69%	\$264,585,981	9.75%	9.75%
Jackson	\$1,167,038,296	13.86%	14.16%	\$1,194,021,853	14.16%	14.16%	\$1,220,067,307	14.50%	14.50%	\$1,214,746,062	14.43%	14.43%
Lafayette	\$23,842,361	11.65%	11.55%	\$23,652,766	11.55%	11.55%	\$24,892,012	12.44%	12.44%	\$24,526,151	12.57%	12.57%
Platte	\$154,921,815	17.33%	16.30%	\$162,135,944	16.30%	16.30%	\$161,398,458	14.57%	14.57%	\$164,245,316	14.74%	14.74%
Osage Lake Region												
Barton	\$177,722,730	10.14%	9.51%	\$175,813,674	9.51%	9.51%	\$182,827,621	9.85%	9.85%	\$185,711,954	10.00%	10.00%
Bates	\$6,631,033	9.28%	9.56%	\$6,716,218	9.56%	9.56%	\$7,158,369	9.77%	9.77%	\$7,147,865	9.63%	9.63%
Benton	\$12,444,545	14.52%	15.19%	\$12,786,862	15.19%	15.19%	\$13,263,929	15.09%	15.09%	\$13,123,843	14.82%	14.82%
Cedar	\$11,867,436	11.79%	11.22%	\$11,840,449	11.22%	11.22%	\$11,769,555	11.16%	11.16%	\$11,792,297	11.09%	11.09%
Dade	\$6,779,255	9.96%	9.25%	\$6,475,244	9.25%	9.25%	\$6,548,887	9.47%	9.47%	\$7,096,807	9.66%	9.66%
Dallas	\$2,214,192	6.96%	6.14%	\$2,049,589	6.14%	6.14%	\$2,389,279	7.11%	7.11%	\$2,412,202	7.04%	7.04%
Henry	\$6,984,156	8.58%	9.35%	\$7,708,964	9.35%	9.35%	\$8,224,015	9.60%	9.60%	\$8,096,379	9.39%	9.39%
Hickory	\$18,184,362	9.08%	8.73%	\$17,939,044	8.73%	8.73%	\$19,199,701	8.95%	8.95%	\$19,689,772	9.21%	9.21%
Johnson	\$2,902,180	9.52%	8.59%	\$2,789,077	8.59%	8.59%	\$2,673,544	7.94%	7.94%	\$2,967,225	8.54%	8.54%
Pettis	\$35,609,724	11.93%	11.12%	\$34,327,767	11.12%	11.12%	\$35,933,659	11.23%	11.23%	\$36,398,192	11.28%	11.28%
Polk	\$40,896,005	9.38%	8.33%	\$41,834,773	8.33%	8.33%	\$43,355,767	9.46%	9.46%	\$44,638,508	9.82%	9.82%
St. Clair	\$14,573,277	8.18%	7.59%	\$13,942,791	7.59%	7.59%	\$14,540,415	7.48%	7.48%	\$14,800,702	7.49%	7.49%
Vernon	\$3,643,778	10.67%	10.44%	\$3,444,493	10.44%	10.44%	\$3,792,653	10.24%	10.24%	\$4,061,479	12.20%	12.20%
	\$14,992,786	11.05%	10.10%	\$13,958,402	10.10%	10.10%	\$13,977,849	9.84%	9.84%	\$13,486,684	9.80%	9.80%

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY96			FY97			FY98			FY99		
	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues
Lake of the Ozarks Region	\$520,748,974	13.13%	\$535,432,454	13.08%	\$549,018,779	12.73%	\$567,716,488	12.55%	\$587,716,488	12.55%	\$597,716,488	12.55%
Boone	\$162,485,628	11.55%	\$167,069,995	11.66%	\$174,592,330	11.66%	\$181,494,040	11.64%	\$181,494,040	11.64%	\$181,494,040	11.64%
Callaway	\$25,628,466	13.90%	\$27,166,600	13.86%	\$28,509,367	13.59%	\$28,994,625	12.62%	\$28,994,625	12.62%	\$28,994,625	12.62%
Camden	\$123,834,118	24.36%	\$126,430,374	24.17%	\$128,580,556	23.10%	\$130,021,179	22.25%	\$130,021,179	22.25%	\$130,021,179	22.25%
Cole	\$75,447,360	10.34%	\$76,018,421	9.96%	\$78,670,720	9.67%	\$81,381,402	9.61%	\$81,381,402	9.61%	\$81,381,402	9.61%
Cooper	\$11,262,487	12.29%	\$11,471,893	12.24%	\$11,362,667	12.19%	\$11,628,370	12.07%	\$11,628,370	12.07%	\$11,628,370	12.07%
Gasconade	\$10,704,916	10.94%	\$14,571,954	13.85%	\$9,946,050	9.53%	\$10,195,282	9.44%	\$10,195,282	9.44%	\$10,195,282	9.44%
Howard	\$2,583,824	7.61%	\$2,811,289	8.33%	\$2,768,028	7.38%	\$2,799,654	8.04%	\$2,799,654	8.04%	\$2,799,654	8.04%
Laclede	\$26,272,987	10.65%	\$26,439,396	10.43%	\$27,208,225	9.93%	\$28,392,040	9.92%	\$28,392,040	9.92%	\$28,392,040	9.92%
Maries	\$2,293,297	9.24%	\$2,526,540	8.82%	\$2,506,778	8.48%	\$2,663,336	8.50%	\$2,663,336	8.50%	\$2,663,336	8.50%
Miller	\$23,202,393	15.56%	\$21,700,815	14.09%	\$22,499,425	14.08%	\$23,815,994	13.81%	\$23,815,994	13.81%	\$23,815,994	13.81%
Monticau	\$4,979,367	9.64%	\$5,484,747	10.03%	\$5,275,299	8.45%	\$5,367,433	9.01%	\$5,367,433	9.01%	\$5,367,433	9.01%
Morgan	\$12,934,942	12.24%	\$12,729,484	11.73%	\$13,398,028	11.43%	\$14,493,888	11.16%	\$14,493,888	11.16%	\$14,493,888	11.16%
Osage	\$3,562,269	8.03%	\$4,075,897	7.96%	\$4,764,739	8.99%	\$4,364,226	7.78%	\$4,364,226	7.78%	\$4,364,226	7.78%
Pulaski	\$22,078,973	15.76%	\$23,213,571	15.89%	\$24,455,898	15.49%	\$27,667,617	16.26%	\$27,667,617	16.26%	\$27,667,617	16.26%
Saline	\$13,477,949	9.00%	\$13,721,479	9.24%	\$14,480,670	9.84%	\$14,437,401	9.21%	\$14,437,401	9.21%	\$14,437,401	9.21%
St. Louis Region	\$2,593,134,736	12.63%	\$2,667,693,398	12.75%	\$2,788,720,103	12.86%	\$2,933,534,175	12.89%	\$2,933,534,175	12.89%	\$2,933,534,175	12.89%
Franklin	\$66,938,332	10.73%	\$67,997,745	10.52%	\$69,190,862	10.20%	\$68,698,822	9.54%	\$68,698,822	9.54%	\$68,698,822	9.54%
Jefferson	\$110,988,637	10.01%	\$116,184,427	10.21%	\$119,782,152	10.04%	\$125,641,594	9.82%	\$125,641,594	9.82%	\$125,641,594	9.82%
Lincoln	\$15,346,439	7.90%	\$16,647,017	7.74%	\$23,000,047	9.51%	\$27,142,895	10.58%	\$27,142,895	10.58%	\$27,142,895	10.58%
St. Charles	\$249,765,378	11.23%	\$255,463,354	10.83%	\$281,308,682	10.77%	\$322,763,131	11.33%	\$322,763,131	11.33%	\$322,763,131	11.33%
St. Louis	\$1,470,110,081	11.60%	\$1,522,900,962	11.77%	\$1,575,056,225	11.84%	\$1,629,582,617	11.75%	\$1,629,582,617	11.75%	\$1,629,582,617	11.75%
Warren	\$13,563,265	10.47%	\$14,007,924	10.26%	\$19,528,011	12.99%	\$23,641,494	14.40%	\$23,641,494	14.40%	\$23,641,494	14.40%
St. Louis-City	\$666,422,603	19.18%	\$674,491,970	19.33%	\$700,854,124	20.02%	\$736,063,622	20.40%	\$736,063,622	20.40%	\$736,063,622	20.40%

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales
Lake of the Ozarks Region	\$584,050,014	12.35%	12.35%	\$587,891,278	12.11%	12.11%	\$608,077,172	12.00%	12.00%	\$608,168,159	12.00%	12.00%
Boone	\$187,764,595	11.53%	11.53%	\$193,524,881	11.58%	11.58%	\$201,842,929	11.70%	11.70%	\$206,302,399	11.79%	11.79%
Callaway	\$28,000,685	11.82%	11.82%	\$27,442,840	11.01%	11.01%	\$28,346,940	10.92%	10.92%	\$28,985,982	11.23%	11.23%
Camden	\$134,070,318	21.39%	21.39%	\$133,324,078	21.09%	21.09%	\$127,642,543	20.03%	20.03%	\$127,735,140	19.84%	19.84%
Cole	\$83,219,131	9.61%	9.61%	\$83,891,279	9.40%	9.40%	\$86,918,651	9.61%	9.61%	\$88,390,914	9.50%	9.50%
Cooper	\$11,604,730	11.89%	11.89%	\$11,606,546	11.00%	11.00%	\$13,158,397	11.29%	11.29%	\$13,373,378	11.70%	11.70%
Gasconade	\$9,557,405	8.45%	8.45%	\$9,013,549	7.95%	7.95%	\$9,356,681	8.18%	8.18%	\$9,529,872	8.11%	8.11%
Howard	\$2,940,976	8.17%	8.17%	\$2,922,201	7.56%	7.56%	\$3,129,886	8.28%	8.28%	\$3,313,723	8.72%	8.72%
Laclede	\$30,150,721	10.00%	10.00%	\$30,076,686	10.02%	10.02%	\$30,402,625	10.04%	10.04%	\$30,408,780	10.02%	10.02%
Maries	\$2,438,085	7.49%	7.49%	\$2,071,100	6.17%	6.17%	\$2,107,668	6.64%	6.64%	\$2,331,391	7.60%	7.60%
Miller	\$24,422,154	13.37%	13.37%	\$24,489,581	12.47%	12.47%	\$25,164,561	11.42%	11.42%	\$25,184,106	11.02%	11.02%
Monteau	\$5,531,083	8.60%	8.60%	\$5,187,535	7.37%	7.37%	\$5,115,647	7.27%	7.27%	\$5,153,730	7.26%	7.26%
Morgan	\$14,803,450	10.81%	10.81%	\$14,902,328	10.72%	10.72%	\$14,612,934	10.11%	10.11%	\$14,646,840	10.02%	10.02%
Osage	\$4,431,440	7.33%	7.33%	\$4,181,204	6.74%	6.74%	\$3,985,122	5.73%	5.73%	\$3,795,590	5.40%	5.40%
Pulaski	\$31,465,589	16.67%	16.67%	\$31,789,924	16.59%	16.59%	\$35,954,563	16.64%	16.64%	\$37,689,919	16.62%	16.62%
Saline	\$13,649,654	8.79%	8.79%	\$13,467,545	8.44%	8.44%	\$12,338,024	8.23%	8.23%	\$12,126,395	8.20%	8.20%
St. Louis Region	\$3,026,784,935	12.79%	12.79%	\$3,019,773,194	12.27%	12.27%	\$3,052,700,511	12.18%	12.18%	\$3,110,123,829	12.33%	12.33%
Franklin	\$68,865,066	9.06%	9.06%	\$68,780,123	8.80%	8.80%	\$71,090,872	9.03%	9.03%	\$73,947,493	9.26%	9.26%
Jefferson	\$131,948,995	9.77%	9.77%	\$131,005,869	8.98%	8.98%	\$138,202,555	9.30%	9.30%	\$138,911,065	9.33%	9.33%
Lincoln	\$27,457,835	9.84%	9.84%	\$30,804,708	10.22%	10.22%	\$33,378,247	10.23%	10.23%	\$34,502,541	10.48%	10.48%
St. Charles	\$349,302,477	11.25%	11.25%	\$335,427,904	10.03%	10.03%	\$357,547,845	10.16%	10.16%	\$362,087,880	10.01%	10.01%
St. Louis	\$1,676,627,226	11.66%	11.66%	\$1,626,545,461	11.02%	11.02%	\$1,646,794,927	11.31%	11.31%	\$1,676,335,601	11.42%	11.42%
Warren	\$23,398,718	13.71%	13.71%	\$22,313,274	12.77%	12.77%	\$22,772,220	12.90%	12.90%	\$23,333,511	13.09%	13.09%
St. Louis-City	\$749,184,619	20.62%	20.62%	\$804,895,855	21.25%	21.25%	\$782,913,845	18.65%	18.65%	\$801,005,738	19.37%	19.37%

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY96			FY97			FY98			FY99		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales
Ozark Mountain Region	\$1,016,286,199	15.63%	15.35%	\$1,037,787,546	15.35%	15.35%	\$1,094,185,193	15.37%	\$1,142,257,878	15.37%	\$1,142,257,878	15.24%
Barry	\$20,460,314	9.88%	10.61%	\$22,593,168	10.61%	10.61%	\$23,156,332	10.31%	\$25,632,815	10.31%	\$25,632,815	10.30%
Christian	\$24,613,818	11.67%	11.56%	\$25,964,672	11.56%	11.56%	\$26,888,756	11.02%	\$29,938,983	11.02%	\$29,938,983	10.96%
Douglas	\$4,114,140	9.70%	9.09%	\$3,902,760	9.09%	9.09%	\$3,923,827	8.47%	\$3,958,260	8.47%	\$3,958,260	7.99%
Greene	\$314,795,286	10.36%	10.09%	\$318,085,597	10.09%	10.09%	\$335,677,091	10.03%	\$348,648,618	10.03%	\$348,648,618	9.91%
Jasper	\$98,207,185	9.02%	8.94%	\$100,534,472	8.94%	8.94%	\$105,706,073	9.04%	\$110,174,110	9.04%	\$110,174,110	9.13%
Lawrence	\$16,695,223	10.99%	11.32%	\$17,623,046	11.32%	11.32%	\$19,374,908	11.82%	\$20,485,950	11.82%	\$20,485,950	12.02%
McDonald	\$7,389,603	7.97%	8.24%	\$7,824,799	8.24%	8.24%	\$7,934,157	8.13%	\$8,759,418	8.13%	\$8,759,418	8.91%
Newton	\$45,236,818	13.13%	13.47%	\$48,377,086	13.47%	13.47%	\$54,544,263	13.87%	\$59,455,137	13.87%	\$59,455,137	14.21%
Ozark	\$5,292,363	15.53%	15.30%	\$5,331,716	15.30%	15.30%	\$5,363,947	15.06%	\$5,306,934	15.06%	\$5,306,934	14.06%
Stone	\$94,794,076	40.31%	36.71%	\$98,520,729	36.71%	36.71%	\$106,326,565	40.86%	\$107,318,457	40.86%	\$107,318,457	39.24%
Taney	\$364,592,388	43.46%	42.83%	\$369,587,537	42.83%	42.83%	\$385,073,391	42.81%	\$400,910,333	42.81%	\$400,910,333	42.26%
Webster	\$12,389,131	10.43%	9.89%	\$12,531,848	9.89%	9.89%	\$12,953,800	9.70%	\$14,050,794	9.70%	\$14,050,794	9.94%
Wright	\$7,705,853	7.87%	6.63%	\$6,910,117	6.63%	6.63%	\$7,262,083	6.91%	\$7,618,069	6.91%	\$7,618,069	6.90%
Ozark Heritage Region	\$159,319,159	9.95%	9.65%	\$160,163,903	9.65%	9.65%	\$175,469,066	10.10%	\$188,429,107	10.10%	\$188,429,107	10.44%
Butler	\$36,090,240	10.06%	9.94%	\$36,648,664	9.94%	9.94%	\$42,280,890	10.69%	\$48,070,926	10.69%	\$48,070,926	11.52%
Carter	\$2,205,621	11.31%	11.05%	\$2,253,076	11.05%	11.05%	\$1,969,240	9.02%	\$1,859,703	9.02%	\$1,859,703	8.27%
Crawford	\$10,873,499	10.64%	10.29%	\$10,792,289	10.29%	10.29%	\$11,142,840	10.35%	\$11,575,711	10.35%	\$11,575,711	9.77%
Dez	\$7,834,945	7.97%	7.99%	\$8,073,263	7.99%	7.99%	\$8,231,161	8.57%	\$8,468,293	8.57%	\$8,468,293	8.36%
Howell	\$26,799,387	9.37%	9.33%	\$27,232,532	9.33%	9.33%	\$28,323,118	9.07%	\$30,190,509	9.07%	\$30,190,509	9.18%
Iron	\$3,280,896	4.70%	4.58%	\$3,701,010	4.58%	4.58%	\$4,021,655	5.32%	\$4,159,882	5.32%	\$4,159,882	7.16%
Oregon	\$4,390,039	9.06%	8.34%	\$4,151,468	8.34%	8.34%	\$3,943,577	7.65%	\$3,798,469	7.65%	\$3,798,469	7.19%
P Phelps	\$36,711,125	12.30%	11.85%	\$37,146,169	11.85%	11.85%	\$43,439,666	12.97%	\$46,792,311	12.97%	\$46,792,311	13.35%
Reynolds	\$2,980,234	13.21%	13.31%	\$3,132,342	13.31%	13.31%	\$3,548,691	14.04%	\$3,307,048	14.04%	\$3,307,048	14.19%
Rapley	\$4,061,556	8.19%	8.97%	\$4,562,651	8.97%	8.97%	\$4,925,939	9.22%	\$4,706,277	9.22%	\$4,706,277	8.48%
Shannon	\$4,083,927	18.31%	9.70%	\$2,208,422	9.70%	9.70%	\$2,525,516	10.47%	\$3,046,792	10.47%	\$3,046,792	11.91%
Texas	\$9,619,348	9.99%	9.54%	\$9,349,896	9.54%	9.54%	\$9,594,678	9.56%	\$9,940,391	9.56%	\$9,940,391	9.40%
Washington	\$5,221,652	6.99%	7.21%	\$5,683,298	7.21%	7.21%	\$6,033,122	7.42%	\$6,827,079	7.42%	\$6,827,079	8.04%
Wayne	\$5,146,689	9.45%	9.48%	\$5,228,825	9.48%	9.48%	\$5,488,975	9.47%	\$5,683,715	9.47%	\$5,683,715	9.60%

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales
Ozark Mountain Region	\$1,199,053,930	15.20%	15.20%	\$1,182,589,815	14.87%	14.87%	\$1,214,798,416	14.97%	14.97%	\$1,232,599,390	14.95%	14.95%
Barry	\$26,178,222	10.32%	10.32%	\$25,797,348	9.44%	9.44%	\$27,004,424	9.59%	9.59%	\$27,005,569	9.68%	9.68%
Christian	\$33,719,443	10.78%	10.78%	\$36,370,612	10.87%	10.87%	\$38,179,742	10.68%	10.68%	\$39,109,826	10.69%	10.69%
Douglas	\$4,163,459	7.96%	7.96%	\$4,126,069	7.68%	7.68%	\$4,092,549	7.47%	7.47%	\$4,086,189	7.46%	7.46%
Greene	\$363,992,025	9.94%	9.94%	\$361,379,948	9.81%	9.81%	\$374,975,953	10.08%	10.08%	\$385,593,289	10.18%	10.18%
Jasper	\$112,462,981	8.92%	8.92%	\$112,316,403	8.89%	8.89%	\$117,665,821	9.12%	9.12%	\$117,768,614	9.04%	9.04%
Lawrence	\$21,079,584	11.92%	11.92%	\$21,350,633	11.87%	11.87%	\$22,627,030	12.50%	12.50%	\$22,248,155	12.30%	12.30%
McDonald	\$8,589,700	8.47%	8.47%	\$8,294,998	7.85%	7.85%	\$7,731,272	7.15%	7.15%	\$7,336,621	5.84%	5.84%
Newton	\$58,813,071	13.65%	13.65%	\$57,197,256	12.83%	12.83%	\$60,010,326	13.25%	13.25%	\$62,365,951	13.57%	13.57%
Ozark	\$5,518,540	14.56%	14.56%	\$5,505,781	14.08%	14.08%	\$5,759,095	14.79%	14.79%	\$5,697,949	14.69%	14.69%
Stoee	\$119,994,090	39.92%	39.92%	\$114,812,050	38.71%	38.71%	\$126,665,569	40.70%	40.70%	\$125,177,544	39.37%	39.37%
Taney	\$421,365,577	42.37%	42.37%	\$412,085,586	40.75%	40.75%	\$405,628,452	39.04%	39.04%	\$411,671,749	39.22%	39.22%
Webster	\$15,371,971	10.13%	10.13%	\$15,930,900	10.01%	10.01%	\$16,593,942	10.08%	10.08%	\$16,223,704	9.60%	9.60%
Wright	\$7,805,266	6.92%	6.92%	\$7,422,230	6.71%	6.71%	\$7,864,241	7.06%	7.06%	\$8,334,229	7.32%	7.32%
Ozark Heritage Region	\$192,279,573	10.33%	10.33%	\$195,574,530	10.20%	10.20%	\$202,960,331	10.48%	10.48%	\$203,724,200	10.42%	10.42%
Butler	\$48,473,780	11.37%	11.37%	\$50,022,213	11.56%	11.56%	\$51,799,812	11.96%	11.96%	\$51,728,292	11.74%	11.74%
Carter	\$2,063,209	8.99%	8.99%	\$2,162,528	8.27%	8.27%	\$3,107,732	12.67%	12.67%	\$3,500,736	13.96%	13.96%
Crawford	\$11,738,374	9.27%	9.27%	\$13,477,534	10.25%	10.25%	\$14,823,094	11.13%	11.13%	\$14,663,796	10.79%	10.79%
Dent	\$8,403,590	8.11%	8.11%	\$8,393,066	8.04%	8.04%	\$8,122,731	7.80%	7.80%	\$8,106,499	7.64%	7.64%
Howell	\$30,056,051	8.98%	8.98%	\$29,665,843	8.83%	8.83%	\$30,686,380	9.10%	9.10%	\$30,928,436	9.19%	9.19%
Iron	\$4,226,621	6.65%	6.65%	\$4,022,410	6.18%	6.18%	\$4,058,405	6.48%	6.48%	\$4,010,642	6.45%	6.45%
Oregon	\$3,749,990	6.97%	6.97%	\$3,561,503	6.57%	6.57%	\$3,714,609	6.43%	6.43%	\$3,627,455	6.23%	6.23%
P Phelps	\$49,588,011	13.80%	13.80%	\$50,342,902	13.29%	13.29%	\$51,470,896	13.04%	13.04%	\$52,153,889	13.14%	13.14%
Reynolds	\$3,339,865	14.22%	14.22%	\$3,248,010	10.50%	10.50%	\$3,249,805	13.43%	13.43%	\$3,243,428	14.28%	14.28%
Ripley	\$4,743,109	8.04%	8.04%	\$4,564,738	7.56%	7.56%	\$4,665,377	8.03%	8.03%	\$4,682,124	8.04%	8.04%
Shannon	\$3,018,535	11.30%	11.30%	\$3,190,554	12.10%	12.10%	\$3,538,111	12.83%	12.83%	\$3,572,889	12.81%	12.81%
Texas	\$9,921,079	8.91%	8.91%	\$10,128,948	8.94%	8.94%	\$10,477,724	9.04%	9.04%	\$9,955,745	8.25%	8.25%
Washington	\$7,312,205	8.31%	8.31%	\$7,473,224	7.91%	7.91%	\$7,866,828	7.82%	7.82%	\$7,925,651	7.78%	7.78%
Wayne	\$5,645,153	9.22%	9.22%	\$5,321,056	8.37%	8.37%	\$5,378,826	8.67%	8.67%	\$5,624,617	9.08%	9.08%

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY96			FY97			FY98			FY99		
	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues	
River Heritage Region	9251,813,398	10.13%	9255,190,532	9255,190,532	9.99%	9268,900,254	9268,900,254	10.02%	9281,031,196	10.06%		
Bollinger	\$1,735,982	5.85%	\$1,647,474	\$1,647,474	5.22%	\$1,658,643	\$1,658,643	5.15%	\$1,787,908	5.29%		
Cape Girardeau	\$83,796,573	10.47%	\$85,788,493	\$85,788,493	10.40%	\$91,119,650	\$91,119,650	10.27%	\$95,612,945	10.17%		
Dunklin	\$18,004,014	9.03%	\$18,124,045	\$18,124,045	8.95%	\$17,411,050	\$17,411,050	8.28%	\$17,363,192	8.03%		
Madison	\$5,252,661	10.05%	\$5,224,339	\$5,224,339	9.78%	\$5,399,579	\$5,399,579	9.77%	\$5,290,286	9.17%		
Mississippi	\$8,077,648	11.95%	\$8,387,418	\$8,387,418	12.31%	\$8,369,066	\$8,369,066	11.92%	\$8,577,355	11.39%		
New Madrid	\$10,570,509	5.41%	\$12,461,781	\$12,461,781	6.41%	\$13,259,503	\$13,259,503	7.50%	\$14,170,065	8.10%		
Pemiscot	\$9,720,955	10.21%	\$9,063,718	\$9,063,718	9.34%	\$8,827,788	\$8,827,788	8.95%	\$8,681,357	8.70%		
Perry	\$12,911,769	9.37%	\$12,914,830	\$12,914,830	8.91%	\$13,312,568	\$13,312,568	8.80%	\$14,450,208	8.76%		
Ste. Genevieve	\$8,214,306	7.63%	\$8,461,693	\$8,461,693	7.96%	\$8,650,387	\$8,650,387	7.27%	\$8,407,955	7.50%		
St. Francois	\$43,439,739	10.93%	\$44,779,349	\$44,779,349	10.77%	\$49,541,628	\$49,541,628	11.52%	\$53,918,657	11.90%		
Scott	\$33,694,962	13.91%	\$31,968,795	\$31,968,795	12.48%	\$33,828,449	\$33,828,449	11.76%	\$33,332,937	11.43%		
Stoddard	\$16,394,281	10.24%	\$16,376,596	\$16,376,596	10.24%	\$17,521,943	\$17,521,943	10.67%	\$19,438,330	11.22%		
MISSOURI	\$6,403,212,157	12.88%	\$6,634,415,548	\$6,634,415,548	12.04%	\$6,933,910,873	\$6,933,910,873	12.02%	\$7,253,577,105	12.79%		

Table B-23. Tourism-Related Taxable Sales Revenues, FY96 – FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism-Related Taxable Sales Revenues	Tourism-Related Taxable Sales Revenues as % of Region's Total Taxable Sales	Tourism- Related Taxable Sales Revenues as % of Region's Total Taxable Sales
River Heritage Region	\$291,508,308	10.08%	10.08%	\$292,384,092	10.00%	10.00%	\$303,259,194	10.24%	10.24%	\$305,287,299	10.33%	10.33%
Bollinger	\$1,548,128	4.35%	4.35%	\$1,715,913	4.57%	4.57%	\$2,254,683	5.95%	5.95%	\$2,564,797	6.30%	6.30%
Cape Girardeau	\$98,831,999	10.23%	10.23%	\$98,031,776	9.95%	9.95%	\$102,154,943	10.20%	10.20%	\$105,099,416	10.40%	10.40%
Dunklin	\$17,885,356	8.06%	8.06%	\$16,942,867	7.54%	7.54%	\$17,113,987	7.58%	7.58%	\$17,367,293	7.73%	7.73%
Madison	\$4,961,903	8.39%	8.39%	\$5,037,538	8.31%	8.31%	\$5,444,309	8.80%	8.80%	\$5,430,894	8.58%	8.58%
Mississippi	\$8,861,526	11.33%	11.33%	\$8,723,816	11.17%	11.17%	\$8,317,632	12.51%	12.51%	\$8,352,289	12.68%	12.68%
New Madrid	\$14,615,070	6.44%	6.44%	\$14,531,062	6.02%	6.02%	\$14,403,559	5.49%	5.49%	\$14,991,699	5.73%	5.73%
Pemiscot	\$9,659,776	9.41%	9.41%	\$9,401,463	9.33%	9.33%	\$9,312,433	9.36%	9.36%	\$9,347,152	9.22%	9.22%
Perry	\$14,841,933	8.47%	8.47%	\$15,501,161	8.80%	8.80%	\$15,986,413	9.20%	9.20%	\$16,331,349	9.20%	9.20%
Ste. Genevieve	\$8,490,733	7.88%	7.88%	\$8,183,997	7.69%	7.69%	\$8,329,224	7.73%	7.73%	\$8,395,257	7.59%	7.59%
St. Francois	\$56,289,964	11.82%	11.82%	\$59,471,323	12.10%	12.10%	\$62,306,689	12.44%	12.44%	\$62,921,500	12.38%	12.38%
Scott	\$35,436,856	13.22%	13.22%	\$33,668,847	13.71%	13.71%	\$35,308,543	14.75%	14.75%	\$35,616,149	14.88%	14.88%
Stoddard	\$20,085,065	11.58%	11.58%	\$21,174,329	12.07%	12.07%	\$22,326,779	12.06%	12.06%	\$22,869,504	11.98%	11.98%
MISSOURI	\$7,404,411,263	12.66%	12.66%	\$7,503,498,157	12.32%	12.32%	\$7,660,566,136	12.33%	12.33%	\$7,754,718,299	12.42%	12.42%

Table B-24. Tourism-Related Employment, FY95 - FY03.

	FY95		FY96		FY97		FY98		FY99	
	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment
Pony Express Region	6,788	9.59%	6,819	9.56%	6,805	9.34%	6,898	9.38%	6,714	8.78%
Andrew	155	7.53%	161	7.59%	162	7.37%	161	7.26%	169	7.24%
Archison	269	14.14%	303	13.97%	321	14.14%	309	13.94%	235	11.34%
Buchanan	3,691	9.42%	3,808	9.73%	3,777	9.68%	3,661	9.13%	3,508	8.47%
Calderell	73	4.28%	47	2.94%	60	3.57%	74	5.28%	57	3.95%
Clinton	185	4.45%	193	4.32%	180	3.80%	216	4.26%	263	4.87%
Daniess	86	4.93%	92	4.90%	82	4.13%	94	4.53%	87	4.37%
DeKalb	352	19.72%	371	20.71%	419	22.59%	477	24.35%	445	23.29%
Gentry	102	5.22%	118	5.87%	111	5.39%	115	5.57%	114	5.44%
Harrison	413	15.19%	405	14.51%	370	13.21%	371	13.03%	359	12.48%
Holt	127	9.27%	120	9.21%	104	8.10%	109	8.27%	96	7.30%
Nodaway	970	12.57%	877	11.30%	884	10.75%	907	10.98%	928	10.95%
Ray	323	8.64%	307	8.05%	323	7.72%	379	8.49%	421	9.19%
Worth	22	3.94%	17	3.22%	12	2.18%	22	4.34%	32	6.10%
Chariton Valley Region	3,725	7.46%	3,812	7.47%	3,882	7.56%	3,875	7.56%	3,743	7.27%
Adair	1,266	11.42%	1,285	11.42%	1,345	11.97%	1,376	12.49%	1,267	11.79%
Carroll	166	5.81%	155	5.43%	150	5.29%	157	5.81%	150	5.80%
Chariton	43	2.32%	40	2.16%	35	1.87%	37	1.95%	41	2.08%
Grundy	248	6.91%	249	6.98%	264	7.95%	263	7.72%	275	7.46%
Linn	278	5.52%	258	5.12%	237	4.77%	284	5.73%	261	5.28%
Livingston	457	7.67%	467	7.57%	500	8.22%	498	7.73%	499	7.91%
Macon	404	7.84%	427	8.19%	432	8.11%	409	7.73%	416	7.85%
Mercer	89	6.21%	106	7.00%	65	4.34%	59	3.12%	51	2.67%
Pittman	14	1.18%	29	2.30%	15	1.22%	13	1.42%	18	1.72%
Randolph	682	8.01%	692	7.90%	692	8.02%	665	7.52%	648	6.90%
Schuyler	60	7.91%	50	6.81%	50	6.85%	41	5.67%	45	6.10%
Sullivan	19	0.75%	53	1.85%	44	1.50%	53	1.84%	73	2.51%

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment		Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment		Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment		Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	
Pony Express Region	6,990	8.95%		6,848	8.72%		6,628	8.51%		6,547	8.35%	
Andrew	189	7.79%		192	8.15%		188	8.17%		181	7.67%	
Atchison	237	11.98%		215	11.10%		201	10.55%		212	11.04%	
Buchanan	3,642	8.52%		3,655	8.45%		3,580	8.33%		3,628	8.40%	
Caldwell	46	3.21%		52	3.59%		63	4.37%		79	5.26%	
Clinton	260	4.72%		275	4.83%		305	5.89%		318	6.78%	
Davies	90	4.74%		102	5.36%		83	4.55%		84	4.44%	
DeKalb	490	25.00%		435	22.72%		403	17.51%		365	12.98%	
Gentry	131	6.13%		109	5.05%		114	5.32%		92	4.28%	
Harrison	328	11.42%		292	10.73%		291	10.86%		322	12.08%	
Holt	132	9.30%		103	7.60%		120	9.14%		121	9.33%	
Nodaway	1,000	11.54%		976	11.19%		833	9.73%		736	8.41%	
Ray	416	9.20%		411	8.93%		414	8.65%		381	8.02%	
Worth	30	6.58%		32	6.99%		32	6.94%		27	5.93%	
Chariton Valley Region	3,764	7.18%		3,744	7.24%		3,649	7.19%		3,737	7.39%	
Adair	1,262	11.57%		1,296	12.14%		1,267	12.24%		1,298	12.54%	
Carroll	180	6.82%		172	6.43%		158	5.97%		149	5.70%	
Chariton	45	2.16%		40	1.86%		44	2.12%		56	2.77%	
Grundy	280	7.26%		273	7.07%		247	6.79%		218	6.14%	
Linn	269	5.40%		275	5.68%		281	5.86%		327	6.85%	
Livingston	517	8.01%		504	7.82%		494	7.69%		516	8.35%	
Macon	419	7.80%		429	8.62%		383	7.96%		415	8.44%	
Mercer	38	1.95%		45	2.29%		47	2.43%		31	1.65%	
Putnam	16	1.51%		16	1.55%		15	1.42%		22	2.12%	
Randolph	619	6.44%		594	6.25%		612	6.40%		622	6.21%	
Schuyler	36	4.95%		32	4.28%		28	3.81%		26	3.35%	
Sullivan	83	2.98%		69	2.43%		74	2.69%		57	2.33%	

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY95			FY96			FY97			FY98			FY99		
	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	
	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment	Total Employment	
Mark Twain Region	3,053	6.84%	3,029	6.73%	3,116	6.77%	3,226	6.90%	3,127	6.50%	3,127	6.50%	3,127	6.50%	
Audrain	552	5.70%	555	5.80%	575	5.85%	574	5.71%	517	4.95%	517	4.95%	517	4.95%	
Clark	82	5.69%	73	5.08%	63	4.38%	71	4.88%	77	5.26%	77	5.26%	77	5.26%	
Knox	28	3.10%	28	2.97%	34	3.38%	37	3.58%	35	3.43%	35	3.43%	35	3.43%	
Lewis	118	4.66%	117	4.55%	112	4.25%	88	3.32%	79	2.93%	79	2.93%	79	2.93%	
Marion	1,136	8.71%	1,154	8.75%	1,130	8.37%	1,205	8.80%	1,178	8.42%	1,178	8.42%	1,178	8.42%	
Monroe	169	6.25%	153	5.46%	158	5.58%	179	6.23%	186	6.25%	186	6.25%	186	6.25%	
Montgomery	179	5.15%	185	5.22%	224	6.18%	237	6.76%	243	6.95%	243	6.95%	243	6.95%	
Pike	314	6.36%	304	5.97%	345	6.72%	381	6.95%	398	6.64%	398	6.64%	398	6.64%	
Ralls	350	14.17%	323	13.18%	312	12.27%	301	11.81%	289	10.95%	289	10.95%	289	10.95%	
Scotland	62	4.74%	62	5.18%	60	4.92%	51	4.16%	59	4.72%	59	4.72%	59	4.72%	
Shelby	64	3.00%	75	3.38%	103	4.61%	103	4.60%	67	3.12%	67	3.12%	67	3.12%	
Kansas City Region	46,935	9.47%	47,001	9.34%	48,239	9.33%	48,804	9.26%	48,902	9.20%	48,902	9.20%	48,902	9.20%	
Cass	1,557	11.02%	1,703	11.43%	1,756	11.28%	1,704	10.55%	1,689	9.92%	1,689	9.92%	1,689	9.92%	
Clay	8,242	11.16%	7,871	10.15%	7,540	9.53%	7,792	9.49%	7,343	8.84%	7,343	8.84%	7,343	8.84%	
Jackson	32,238	8.69%	32,374	8.68%	33,910	8.84%	34,104	8.77%	33,983	8.73%	33,983	8.73%	33,983	8.73%	
Lafayette	1,021	11.49%	993	10.99%	982	10.86%	932	10.10%	997	10.73%	997	10.73%	997	10.73%	
Platte	3,878	13.84%	4,059	14.25%	4,050	13.60%	4,272	13.85%	4,891	15.03%	4,891	15.03%	4,891	15.03%	
Osage Lake Region	6,698	9.34%	6,821	9.30%	7,112	9.51%	7,213	9.29%	7,057	8.94%	7,057	8.94%	7,057	8.94%	
Barton	273	5.55%	297	6.07%	366	7.46%	345	6.62%	334	6.12%	334	6.12%	334	6.12%	
Bates	336	9.20%	285	7.77%	284	7.71%	279	7.50%	294	7.80%	294	7.80%	294	7.80%	
Benton	389	13.08%	385	12.61%	402	12.65%	396	12.41%	424	13.28%	424	13.28%	424	13.28%	
Cedar	297	9.71%	301	9.72%	293	9.39%	306	9.58%	266	8.69%	266	8.69%	266	8.69%	
Dade	36	2.07%	38	2.22%	103	5.76%	88	4.64%	76	4.28%	76	4.28%	76	4.28%	
Dallas	276	11.27%	299	11.67%	306	11.83%	309	11.50%	306	11.16%	306	11.16%	306	11.16%	
Henry	711	10.01%	692	9.65%	708	9.62%	746	9.65%	728	9.18%	728	9.18%	728	9.18%	
Hickory	128	11.13%	129	11.03%	123	10.05%	126	10.69%	146	12.26%	146	12.26%	146	12.26%	
Johnson	1,591	12.48%	1,536	12.03%	1,542	11.81%	1,574	11.45%	1,544	11.06%	1,544	11.06%	1,544	11.06%	
Pettis	1,522	9.02%	1,594	9.03%	1,651	9.21%	1,650	8.83%	1,596	8.38%	1,596	8.38%	1,596	8.38%	
Polk	465	7.64%	497	7.86%	513	7.83%	584	8.56%	549	7.70%	549	7.70%	549	7.70%	
St. Clair	142	7.49%	164	8.22%	158	7.72%	148	7.03%	161	7.60%	161	7.60%	161	7.60%	
Vernon	533	7.53%	605	8.30%	665	8.99%	663	8.85%	633	8.37%	633	8.37%	633	8.37%	

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY00		FY01		FY02		FY03	
	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment
Mark Twain Region	3,126	6.42%	3,118	6.43%	3,013	6.42%	2,974	6.45%
Adair	506	4.74%	479	4.44%	444	4.42%	418	4.35%
Clark	81	5.32%	90	5.89%	82	5.50%	84	5.73%
Knox	36	3.46%	38	3.61%	32	3.05%	27	2.69%
Lewis	71	2.52%	81	2.70%	81	2.52%	91	2.96%
Marion	1,189	8.46%	1,159	8.37%	1,140	8.38%	1,166	8.73%
Monroe	185	6.04%	218	7.77%	192	7.29%	166	6.51%
Montgomery	249	7.28%	264	7.70%	294	8.48%	299	8.75%
Pike	402	6.65%	379	6.32%	338	5.88%	304	5.15%
Ralls	247	9.11%	222	8.26%	220	8.71%	231	9.49%
Scotland	67	5.29%	75	5.83%	72	5.82%	63	5.26%
Shelby	94	4.40%	115	5.40%	118	6.24%	105	5.65%
Kansas City Region	50,169	9.32%	50,862	9.47%	51,277	9.74%	50,274	9.72%
Cass	1,783	9.83%	1,942	10.24%	2,012	10.29%	1,959	9.89%
Clay	7,234	8.63%	7,358	8.77%	7,474	8.89%	7,931	9.35%
Jackson	34,598	8.79%	34,908	8.94%	35,091	9.24%	34,326	9.27%
Lafayette	1,024	11.06%	1,019	11.07%	974	10.64%	833	9.28%
Platte	5,531	16.36%	5,636	16.30%	5,725	16.87%	5,225	15.56%
Osage Lake Region	7,190	8.94%	7,046	8.83%	7,009	8.91%	7,085	8.94%
Barton	363	6.63%	381	7.09%	360	6.69%	393	7.33%
Bates	300	7.90%	279	7.50%	267	7.41%	257	7.16%
Bevier	447	14.02%	448	13.84%	435	13.13%	422	12.19%
Cedar	286	9.46%	279	9.08%	273	9.06%	275	9.16%
Dade	72	3.76%	73	3.78%	92	4.72%	67	3.48%
Dallas	321	12.09%	301	11.95%	296	11.09%	290	9.89%
Henry	665	7.95%	645	7.95%	669	8.57%	671	8.71%
Hickory	131	10.99%	96	8.55%	98	8.79%	90	8.14%
Johnson	1,644	11.45%	1,670	11.76%	1,661	11.75%	1,701	11.88%
Pettis	1,597	8.21%	1,527	7.86%	1,541	8.23%	1,650	8.85%
Polk	581	8.06%	538	7.41%	527	7.09%	482	6.44%
St. Clair	160	7.38%	184	8.11%	177	7.92%	185	7.96%
Vernon	624	8.20%	624	8.25%	612	8.37%	602	8.18%

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY95			FY96			FY97			FY98			FY99		
	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment
Lake of the Ozarks Region	18,903	9.66%	19,351	9.54%	19,552	9.34%	19,759	9.22%	20,042	9.22%	20,042	9.22%	20,042	9.22%	20,042
Benton	6,062	9.29%	6,137	9.13%	6,317	8.94%	6,508	8.93%	6,619	8.93%	6,619	8.93%	6,619	8.93%	6,619
Callaway	863	7.44%	857	7.17%	797	6.54%	776	6.17%	736	5.76%	736	5.76%	736	5.76%	736
Cameron	3,293	24.62%	3,586	25.20%	3,622	25.34%	3,689	25.12%	3,685	24.30%	3,685	24.30%	3,685	24.30%	3,685
Cole	3,034	6.72%	3,171	6.82%	3,202	6.68%	3,316	6.70%	3,228	6.44%	3,228	6.44%	3,228	6.44%	3,228
Cooper	354	6.64%	361	7.20%	360	7.40%	456	8.44%	459	9.67%	459	9.67%	459	9.67%	459
Gasconade	405	7.84%	412	7.96%	403	8.95%	494	9.20%	480	8.67%	480	8.67%	480	8.67%	480
Howard	165	6.48%	176	7.09%	201	8.04%	189	7.53%	163	6.43%	163	6.43%	163	6.43%	163
Laclede	913	8.01%	925	7.90%	962	7.90%	965	7.72%	1,022	7.92%	1,022	7.92%	1,022	7.92%	1,022
Marion	86	6.77%	96	4.48%	55	4.48%	55	4.15%	55	3.97%	55	3.97%	55	3.97%	55
Miller	955	14.76%	915	13.82%	827	12.01%	715	10.45%	714	10.15%	714	10.15%	714	10.15%	714
Monroe	2,000	5.26%	2,069	5.37%	210	5.03%	204	4.92%	238	5.69%	238	5.69%	238	5.69%	238
Monroe	528	13.33%	515	12.71%	508	12.28%	458	10.71%	535	12.05%	535	12.05%	535	12.05%	535
Osage	139	4.86%	126	4.10%	158	4.98%	145	4.66%	123	3.85%	123	3.85%	123	3.85%	123
Pekah	1,271	13.25%	1,305	13.56%	1,216	12.63%	1,122	11.59%	1,296	13.04%	1,296	13.04%	1,296	13.04%	1,296
Saline	616	6.39%	630	6.34%	624	6.27%	640	6.40%	622	6.14%	622	6.14%	622	6.14%	622
St. Louis Region	88,959	8.83%	92,413	8.06%	93,718	8.01%	94,118	8.93%	95,969	8.93%	95,969	8.93%	95,969	8.93%	95,969
Franklin	2,687	8.70%	2,819	8.79%	2,895	8.83%	2,857	8.63%	2,924	8.50%	2,924	8.50%	2,924	8.50%	2,924
Jefferson	3,620	10.65%	3,656	10.51%	3,919	10.41%	4,048	10.39%	4,241	10.47%	4,241	10.47%	4,241	10.47%	4,241
Lincoln	706	10.51%	703	10.70%	822	10.88%	770	9.75%	729	8.88%	729	8.88%	729	8.88%	729
St. Charles	10,421	13.57%	11,495	14.13%	11,737	13.76%	11,613	13.16%	11,990	13.29%	11,990	13.29%	11,990	13.29%	11,990
St. Louis	51,272	8.82%	52,690	8.88%	53,031	8.67%	54,254	8.67%	54,929	8.65%	54,929	8.65%	54,929	8.65%	54,929
Warren	515	8.75%	526	8.45%	534	8.52%	546	8.52%	578	8.95%	578	8.95%	578	8.95%	578
St. Louis-City	19,538	7.23%	20,313	7.68%	20,779	8.01%	20,031	7.90%	20,578	8.16%	20,578	8.16%	20,578	8.16%	20,578

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY00		FY01		FY02		FY03	
	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment
Lake of the Ozarks Region	20,647	9.20%	21,106	9.32%	21,779	9.66%	22,392	9.88%
Boone	6,734	8.99%	6,943	9.15%	7,116	9.32%	7,258	9.49%
Callaway	777	5.75%	802	5.92%	820	6.06%	865	6.28%
Camden	3,611	22.72%	3,580	22.14%	3,612	22.36%	3,523	21.82%
Cole	3,248	6.33%	3,377	6.43%	3,409	6.46%	3,420	6.45%
Cooper	540	9.74%	572	10.64%	950	16.98%	1,102	19.25%
Gasconade	535	9.11%	478	8.35%	485	8.85%	455	8.42%
Howard	140	5.86%	157	6.64%	135	6.00%	164	7.16%
Laclede	1,065	7.71%	1,070	7.80%	1,013	7.54%	1,008	7.61%
Maries	59	4.19%	61	4.38%	55	3.99%	76	5.41%
Miller	802	11.18%	803	11.33%	821	11.94%	807	11.77%
Moniteau	271	6.27%	368	8.41%	349	8.37%	286	6.98%
Morgan	583	12.84%	560	12.39%	490	11.30%	484	11.03%
Osage	126	4.05%	132	4.31%	119	3.89%	135	4.24%
Pulaski	1,533	14.91%	1,576	14.98%	1,769	16.10%	2,129	18.27%
Saline	622	6.05%	628	6.21%	636	6.95%	681	7.50%
St. Louis Region	96,670	8.94%	97,064	8.96%	97,643	9.15%	97,617	9.22%
Franklin	2,954	8.44%	3,003	8.63%	2,958	8.54%	2,869	8.33%
Jefferson	4,350	10.39%	4,306	10.21%	4,389	10.48%	4,319	10.29%
Lincoln	804	9.41%	814	9.24%	932	10.13%	975	10.42%
St. Charles	12,343	13.14%	12,495	12.91%	13,154	13.24%	14,447	13.82%
St. Louis	55,008	8.53%	54,815	8.50%	54,820	8.64%	54,294	8.63%
Warren	600	9.25%	576	8.72%	572	8.85%	561	8.85%
St. Louis-City	20,611	8.23%	21,055	8.46%	20,818	8.64%	20,152	8.65%

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY95			FY96			FY97			FY98			FY99		
	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Total Employment	
Ozark Mountain Region	30,884	11.45%	32,337	32,211	11.72%	32,211	32,973	11.44%	32,973	33,301	11.22%	33,301	33,301	11.22%	
Berry	800	5.95%	802	828	5.92%	828	858	6.10%	858	951	6.46%	951	951	6.46%	
Chickasaw	1,000	10.62%	1,117	1,180	11.41%	1,180	1,223	11.39%	1,223	1,122	9.78%	1,122	1,122	9.78%	
Douglas	146	5.71%	157	147	6.40%	147	145	5.94%	145	144	5.83%	144	144	5.83%	
Greene	11,902	9.40%	12,728	12,265	9.64%	12,265	12,467	9.34%	12,467	12,356	9.02%	12,356	12,356	9.02%	
Jasper	4,056	7.79%	4,203	4,170	7.79%	4,170	4,315	7.47%	4,315	4,494	7.74%	4,494	4,494	7.74%	
Lawrence	657	8.09%	650	760	7.66%	760	796	9.19%	796	782	9.66%	782	782	9.66%	
McDonald	300	5.61%	269	297	4.71%	297	286	4.90%	286	279	4.66%	279	279	4.66%	
Newton	1,338	8.68%	1,340	1,393	8.74%	1,393	1,496	9.10%	1,496	1,412	8.10%	1,412	1,412	8.10%	
Ozark	126	8.41%	110	117	7.47%	117	131	8.30%	131	128	8.11%	128	128	8.11%	
Stone	1,733	27.66%	1,713	1,769	28.39%	1,769	1,823	30.40%	1,823	1,804	29.87%	1,804	1,804	29.87%	
Taney	8,079	42.57%	8,501	8,550	43.09%	8,550	8,693	42.48%	8,693	8,837	39.44%	8,837	8,837	39.44%	
Webster	328	5.73%	403	417	6.03%	417	425	7.08%	425	403	7.71%	403	403	7.71%	
Wright	339	7.39%	343	310	7.64%	310	314	7.20%	314	399	8.55%	399	399	8.55%	
Ozark Heritage Region	6,295	8.14%	6,293	6,411	8.01%	6,411	6,473	7.85%	6,473	6,701	7.96%	6,701	6,701	7.96%	
Butler	1,177	7.50%	1,154	1,136	7.10%	1,136	1,143	6.96%	1,143	1,283	7.26%	1,283	1,283	7.26%	
Carter	201	14.04%	202	183	13.67%	183	168	12.62%	168	149	12.18%	149	149	12.18%	
Crawford	478	8.31%	504	521	8.85%	521	515	8.80%	515	572	9.82%	572	572	9.82%	
Darr	354	8.34%	345	367	8.19%	367	374	8.34%	374	375	8.22%	375	375	8.22%	
Howell	1,189	8.74%	1,235	1,275	8.80%	1,275	1,250	8.85%	1,250	1,206	8.12%	1,206	1,206	8.12%	
Iron	126	4.05%	126	123	3.90%	123	128	3.77%	128	133	4.14%	133	133	4.14%	
Oregon	129	6.40%	110	120	5.40%	120	116	5.22%	116	131	5.67%	131	131	5.67%	
Phelps	1,639	11.92%	1,556	1,603	10.99%	1,603	1,672	11.12%	1,672	1,726	11.10%	1,726	1,726	11.10%	
Reynolds	115	5.35%	108	120	5.09%	120	125	5.55%	125	140	6.29%	140	140	6.29%	
Ruple	97	4.46%	141	170	6.41%	170	149	6.30%	149	154	6.27%	154	154	6.27%	
Shannon	136	7.62%	135	136	7.66%	136	162	8.66%	162	159	8.35%	159	159	8.35%	
Texas	290	4.99%	281	254	4.44%	254	263	4.53%	263	255	4.47%	255	255	4.47%	
Washington	221	6.25%	226	232	6.11%	232	241	5.93%	241	277	6.40%	277	277	6.40%	
Wayne	143	6.38%	171	173	7.36%	173	168	7.59%	168	142	6.11%	142	142	6.11%	

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Employment	Tourism-Related Employment as % of Region's Employment	Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Employment	Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Employment	Total Employment	Tourism-Related Employment	Tourism-Related Employment as % of Region's Employment	Total Employment
Ozark Mountain Region	33,948	11.15%	34,394	34,394	11.26%	34,792	34,792	11.55%	34,893	11.45%	11,45%	
Barry	1,004	6.68%	997	997	6.45%	971	971	6.34%	996	6.58%	6.58%	
Christian	1,150	9.32%	1,280	1,280	10.08%	1,355	1,355	10.58%	1,455	11.24%	11.24%	
Douglas	142	5.73%	140	140	5.81%	139	139	6.30%	131	5.97%	5.97%	
Greene	12,754	9.04%	12,971	12,971	9.15%	13,319	13,319	9.48%	13,277	9.29%	9.29%	
Jasper	4,648	8.01%	4,705	4,705	8.14%	4,777	4,777	8.53%	4,799	8.58%	8.58%	
Lawrence	701	8.40%	628	628	7.62%	626	626	7.78%	649	7.90%	7.90%	
McDonald	258	4.36%	251	251	4.32%	272	272	4.51%	270	4.42%	4.42%	
Newton	1,420	7.66%	1,461	1,461	7.79%	1,479	1,479	7.99%	1,535	8.34%	8.34%	
Ozark	95	6.10%	104	104	6.57%	136	136	8.42%	177	10.84%	10.84%	
Stone	2,070	31.88%	2,074	2,074	32.28%	2,042	2,042	31.65%	2,001	30.41%	30.41%	
Taney	8,866	37.89%	8,873	8,873	37.50%	8,762	8,762	37.14%	8,731	35.99%	35.99%	
Webster	507	7.93%	562	562	8.98%	568	568	9.57%	527	8.82%	8.82%	
Wright	334	7.10%	348	348	7.69%	347	347	8.00%	336	7.82%	7.82%	
Ozark Heritage Region	6,773	8.04%	6,767	6,767	7.96%	6,872	6,872	8.08%	7,098	8.20%	8.20%	
Barler	1,325	7.53%	1,249	1,249	7.09%	1,387	1,387	7.78%	1,353	7.46%	7.46%	
Carter	157	12.31%	167	167	13.32%	180	180	13.86%	195	13.89%	13.89%	
Crawford	544	9.32%	516	516	8.58%	586	586	9.66%	662	10.74%	10.74%	
Dent	354	8.05%	343	343	8.30%	334	334	8.55%	304	7.90%	7.90%	
Howell	1,244	8.42%	1,274	1,274	8.52%	1,222	1,222	8.23%	1,259	8.34%	8.34%	
Iron	126	3.89%	130	130	3.66%	121	121	3.46%	122	3.62%	3.62%	
Oregon	138	6.03%	124	124	5.58%	112	112	5.22%	111	5.26%	5.26%	
Phelps	1,727	10.86%	1,760	1,760	10.91%	1,642	1,642	9.86%	1,761	10.15%	10.15%	
Reynolds	127	6.23%	102	102	6.38%	100	100	6.38%	91	5.80%	5.80%	
Ripley	139	5.66%	189	189	7.62%	209	209	8.18%	221	8.51%	8.51%	
Shannon	194	10.12%	198	198	10.41%	227	227	11.79%	236	11.91%	11.91%	
Texas	271	4.69%	287	287	4.61%	288	288	4.84%	277	4.71%	4.71%	
Washington	258	5.93%	250	250	5.59%	236	236	5.36%	250	5.74%	5.74%	
Wayne	169	6.93%	178	178	7.24%	228	228	9.41%	248	9.74%	9.74%	

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY95		FY96		FY97		FY98		FY99	
	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment	Tourism-Related Employment	Tourism- Related Employment as % of Region's Total Employment
River Heritage Region	10,179	8.37%	10,728	8.67%	10,547	8.41%	10,574	8.21%	10,714	8.17%
Bolinger	61	3.36%	53	2.88%	41	2.22%	53	2.81%	53	2.82%
Cape Girardeau	3,690	10.23%	3,741	10.24%	3,524	9.62%	3,482	9.36%	3,652	9.39%
Dunklin	546	5.66%	531	5.34%	549	5.41%	557	5.36%	663	6.30%
Madison	236	7.64%	216	7.43%	210	7.15%	221	7.27%	215	7.16%
Mississippi	246	6.80%	258	7.34%	238	6.42%	244	6.56%	273	7.00%
New Madrid	193	2.46%	212	2.83%	206	2.72%	262	3.34%	319	4.03%
Pemiscot	547	10.16%	919	15.31%	920	14.20%	873	13.68%	854	14.00%
Perry	558	7.40%	541	7.26%	535	7.02%	573	7.03%	634	7.41%
Ste. Genevieve	446	8.06%	417	7.56%	423	7.80%	409	7.32%	372	6.55%
St. Francois	1,768	10.14%	1,962	10.71%	1,968	10.56%	1,959	9.85%	1,913	9.37%
Scott	1,297	9.28%	1,254	8.84%	1,274	8.80%	1,228	8.21%	1,152	7.73%
Stoddard	592	6.06%	613	6.21%	639	6.46%	612	6.29%	614	6.34%
MISSOURI	222,358	9.24%	228,603	9.36%	231,593	9.27%	233,910	9.19%	235,290	9.15%

Table B-24. Tourism-Related Employment, FY95 - FY03
(continued).

	FY00			FY01			FY02			FY03		
	Tourism-Related Employment	Total Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment as % of Region's Total Employment	Tourism-Related Employment	Total Employment	Tourism-Related Employment as % of Region's Total Employment
River Heritage Region	10,726	8.04%	10,644	8.06%	10,503	8.07%	11,054	8.42%				
Bolinger	45	2.31%	35	1.76%	49	2.63%	75	3.96%				
Cape Girardeau	3,716	9.27%	3,680	9.24%	3,632	9.26%	3,972	10.02%				
Dunklin	648	6.21%	663	6.48%	655	6.49%	670	6.55%				
Madison	196	6.52%	194	6.34%	205	6.69%	227	7.29%				
Mississippi	292	7.14%	273	6.68%	255	6.60%	272	6.85%				
New Madrid	299	3.62%	303	3.65%	295	3.75%	255	3.52%				
Pemiscot	856	13.88%	777	13.03%	726	12.22%	721	12.27%				
Perry	698	8.00%	706	8.15%	698	8.36%	715	8.49%				
Ste. Genevieve	344	5.91%	364	6.37%	374	6.77%	372	6.80%				
St. Francois	1,877	9.56%	1,935	9.92%	1,937	9.79%	1,949	9.65%				
Scott	1,165	7.71%	1,117	7.63%	1,107	7.64%	1,221	8.27%				
Stoddard	590	5.79%	597	5.91%	570	5.65%	604	5.82%				
MISSOURI	240,003	9.14%	241,593	9.19%	243,165	9.39%	243,668	9.45%				

Appendix C

TravelScope Survey Card

TravelScope has been collecting survey data since 1994. In 2003, the TravelScope survey card was modified in some significant ways. At the same time, TravelScope initiated a change in the way data are weighted. These changes suggest caution must be used in examining TravelScope data for trends.

For comparative purposes, both cards are reproduced below. Highlights of the changes include:

1. The Purpose Codes have been altered.
The new card contains 7 codes which have the same (or close) definitions as the first 7 of the original 8 codes (the 8th code, "Other", has been dropped).
2. A new Transportation Code has been added and the "Group Tour" checkoff has been eliminated. The new card now contains code 7 for "Motor coach". The codes for "Train" and "Other" have changed from 7 and 8 to 8 and 9, respectively.
3. Checkoff boxes have been added to indicate whether "Key Cities & Places Visited" were "day trips".
A preliminary analysis done by TravelScope suggested this change had the effect of increasing the number of day trips reported by respondents by up to five percent.
4. The "Activity Codes" were changed substantially, with the new card having nine more options than the original card. Of the 20 new codes, 11 have the same (or close) definitions as in the original card, although the order has changed.

TravelScope Survey Card (1994-2002)

Please complete for each pleasure or business trip taken in the month of AUGUST – where you and/or other members of your household (HH) traveled 50 miles or more, one-way, away from home or spent one or more overnights. **DO NOT** include trips commuting to/from work or school or trips taken as a flight attendant or vehicle operator. # **OF TRIPS**: ____ If you **DID NOT TRAVEL** for business or pleasure, X here ☐, and return card. (If more than 3 trips were taken, please record the information for your 3 most recent trips. Record Trips #2 and #3 on Side 2.)

AUGUST TRIP #1 Purpose (See Codes)	Trans- portation (See Codes)	# HH Members Traveling	List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In:					Total \$ Spent Per State/ Country	Activities in State/Country (See Codes)
		Age 0-17# Age 18+____			Hotel/ Motel/ B&B	Pri- vate Homes	Condo/ Time Share	RV/ Tent	Other		
Primary ____ Secondary ____	Primary:____ Secondary: ____	Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	<input type="checkbox"/> 1._____ <input type="checkbox"/> 2._____ <input type="checkbox"/> 3._____	_____ _____ _____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	\$_____ \$_____ \$_____	_____ _____ _____

PURPOSE CODES

1=Visit friends or relatives
2= Outdoor recreation
3=Entertainment (e.g.,
sightseeing, sports)
4=Combined business/pleasure
5=Convention/seminar
6=Business
7=Personal
8=Other

TRANSPORTATION CODES

1=Own Auto/
Truck
2=Rental car
3=Camper/RV
4=Ship/Boat
5=Airplane
6=Bus
7=Train
8=Other

ACTIVITY CODES

01=Historical places/Museums
02=National/State Park
03=Cultural events/Festivals
04=Theme/Amusement Park
05=Outdoor (e.g., hunt, fish,hike)
06=Shopping
07=Nightlife/Dancing
08=Beaches
09=Golf/Tennis/Skiing
10=Sports event
11=Gambling

CONTINUE ⇒

AUGUST TRIP #2 Purpose (See Codes)	Trans- portation (See Codes)	# HH Members Traveling	List States/ Countries Visited (X if passed through only)	Key Cities & Places Visited In That State/ Country	# Nights In Each State/Country In:					Total \$ Spent Per State/ Country	Activities in State/Country (See Codes)
		Age 0-17# Age 18+____			Hotel/ Motel/ B&B	Pri- vate Homes	Condo/ Time Share	RV/ Tent	Other		
Primary:_____ Secondary:____	Primary:____ Secondary: ____	Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	<input type="checkbox"/> 1._____ <input type="checkbox"/> 2._____ <input type="checkbox"/> 3._____	_____ _____ _____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	\$_____ \$_____ \$_____	_____ _____ _____
Trip #3 Primary ____ Secondary ____	(See Codes) Primary:____ Secondary: ____	Age 0-17 #____ Age 18+##____ Group Tour 1 <input type="checkbox"/> Yes 2 <input type="checkbox"/> No	<input type="checkbox"/> 1._____ <input type="checkbox"/> 2._____ <input type="checkbox"/> 3._____	_____ _____ _____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	#____ #____ #____	\$_____ \$_____ \$_____	_____ _____ _____

PURPOSE CODES

1=Visit friends or relatives
2=Outdoor recreation
3=Entertainment (e.g.,
sightseeing, sports)
4=Combined business/pleasure
5=Convention/seminar
6=Business
7=Personal
8=Other

TRANSPORTATION CODES

1=Own Auto/
Truck
2=Rental car
3=Camper/RV
4=Ship/Boat
5=Airplane
6=Bus
7=Train
8=Other

ACTIVITY CODES

01=Historical places/Museums
02=National/State Park
03=Cultural events/Festivals
04=Theme/Amusement Park
05=Outdoor (e.g., hunt, fish,hike)
06=Shopping
07=Nightlife/Dancing
08=Beaches
09=Golf/Tennis/Skiing
10=Sports event
11=Gambling

TravelScope Survey Card (2003-Present)

☐ Please complete for each pleasure/personal or business trip taken in the month of JANUARY – where you and/or other members of your household (HH) traveled 50 miles or more, one-way, away from home (including day trips) OR spent one or more overnights. DO NOT include trips commuting to/from work or school or trips taken as a flight attendant or commercial vehicle operator.

TOTAL # OF TRIPS IN JANUARY: _____ If you DID NOT TRAVEL for pleasure/personal or business, X here ☐ and return card.
(If more than 3 trips were taken, please record the information for your 3 most recent trips. Record Trips #2 and #3 on Side 2.)

JANUARY	Purpose (See Codes)	Transportation (See Codes)	# HH Members Traveling	List States/ Countries Visited (X box if passed through only)	Key Cities & Places Visited In That State/Country	(X box if day trip)	# Nights In Each State/Country In:	Total \$ Spent Per State/ Country	Activities In State/ Country (See Codes)				
							Hotel/ Motel/ B&B	Private Home	Condo/ Time Share	RV/ Tent	Other		
Trip #1			Age	<input type="checkbox"/> 1. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Primary			0-17 #	<input type="checkbox"/> 2. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Secondary			18+ #	<input type="checkbox"/> 3. _____		<input type="checkbox"/>	#	#	#	#	#	\$	

PURPOSE CODES

1- Visit friends/relatives
2- Outdoor recreation
3- Entertainment/Sightseeing
4- Other pleasure/personal
5- Business-General (e.g., Consulting, Service)
6- Business-Convention/Conference/Seminar
7- Combined Business/pleasure

TRANSPORTATION CODES

1- Own Auto/ Truck
2- Rental car
3- Camper/RV
4- Ship/Boat
5- Airplane
6- Bus
7- Motor-coach
8- Train
9- Other

ACTIVITY CODES

01- Historic places, sites, museums
02- Performing Arts (e.g., Concerts, Plays, Stage shows)
03- Cultural Events/Festivals
04- Art museums/Galleries
05- Outdoor (e.g., hunt, fish, hike, bike, camp)
06- Shopping
07- Nightlife/Dancing
08- Beach activities
09- National/State park
10- Attend sports event
11- Gambling
12- Water sports/Boating
13- Golf
14- Theme/Amusement park
15- Zoo/Aquarium/Science Museum
16- Winter sports (e.g., skiing)
17- Rural sightseeing
18- City/Urban sightseeing
19- Seminar/Courses
20- Attend a social/family event (e.g., wedding, funeral, graduation)

CONTINUE →

ANSWER OTHER SIDE FIRST 53248-01-1

JANUARY	Purpose (See Codes)	Transportation (See Codes)	# HH Members Traveling	List States/ Countries Visited (X box if passed through only)	Key Cities & Places Visited In That State/Country	(X box if day trip)	# Nights In Each State/Country In:	Total \$ Spent Per State/ Country	Activities In State/ Country (See Codes)				
							Hotel/ Motel/ B&B	Private Home	Condo/ Time Share	RV/ Tent	Other		
Trip #2			Age	<input type="checkbox"/> 1. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Primary			0-17 #	<input type="checkbox"/> 2. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Secondary			18+ #	<input type="checkbox"/> 3. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Trip #3			Age	<input type="checkbox"/> 1. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Primary			0-17 #	<input type="checkbox"/> 2. _____		<input type="checkbox"/>	#	#	#	#	#	\$	
Secondary			18+ #	<input type="checkbox"/> 3. _____		<input type="checkbox"/>	#	#	#	#	#	\$	

PURPOSE CODES

1- Visit friends/relatives
2- Outdoor recreation
3- Entertainment/Sightseeing
4- Other pleasure/personal
5- Business-General (e.g., Consulting, Service)
6- Business-Convention/Conference/Seminar
7- Combined Business/pleasure

TRANSPORTATION CODES

1- Own Auto/ Truck
2- Rental car
3- Camper/RV
4- Ship/Boat
5- Airplane
6- Bus
7- Motor-coach
8- Train
9- Other

ACTIVITY CODES

01- Historic places, sites, museums
02- Performing Arts (e.g., Concerts, Plays, Stage shows)
03- Cultural Events/Festivals
04- Art museums/Galleries
05- Outdoor (e.g., hunt, fish, hike, bike, camp)
06- Shopping
07- Nightlife/Dancing
08- Beach activities
09- National/State park
10- Attend sports event
11- Gambling
12- Water sports/Boating
13- Golf
14- Theme/Amusement park
15- Zoo/Aquarium/Science Museum
16- Winter sports (e.g., skiing)
17- Rural sightseeing
18- City/Urban sightseeing
19- Seminar/Courses
20- Attend a social/family event (e.g., wedding, funeral, graduation)

Appendix D

Glossary of TravelScope Terms

Activities	From 1994 through 2002, TravelScope gathered information on 11 different activity categories: (1) visits to historical places or museums; (2) visits to national or state parks; (3) attending cultural events or festivals; (4) going to theme or amusement parks; (5) outdoor activities (e.g., hunting, fishing, hiking); (6) shopping; (7) night life or dancing; (8) going to the beach; (9) playing golf, tennis or going skiing; (10) attending sports events; and (11) gambling. Since January 2003, TravelScope gathers information on 20 different activity categories: (1) Historic places, sites, museums; (2) Performing Arts (e.g. Concerts, Plays, Stage shows); (3) Cultural Events/Festivals; (4) Art Museums/Galleries; (5) Outdoor (e.g. hunt, fish, hike, bike, camp); (6) Shopping; (7) Nightlife/Dancing; (8) Beach activities; (9) National State Park; (10) Attend Sports events; (11) Gambling; (12) Water sports/Boating; (13) Golf; (14) Theme/Amusement park; (15) Zoo/Aquarium/Science Museum; (16) Winter sports (e.g. skiing); (17) Rural sightseeing; (18) City/Urban sightseeing; (19) Seminar Courses; (20) Attend a social/family event (e.g. wedding, funeral, graduation).
Air Mode	Any trip in which the primary type of transportation used on that trip is given as “airplane.”
Auto mode:	Any trip in which the primary type of transportation on that trip is given as “own auto/truck, rental car, camper/RV.”
Census Region of Origin/Destination	Regional breakdowns as defined by the U.S. Bureau of Census:
Northeast	New England: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont. Mid-Atlantic: New Jersey, New York and Pennsylvania
South	South Atlantic: Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia and West Virginia. East South Central: Alabama, Kentucky, Mississippi and Tennessee. West South Central: Arkansas, Louisiana, Oklahoma and Texas.

Midwest	East North Central: Illinois, Indiana, Michigan, Ohio and Wisconsin	
	West North Central: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.	
West	Mountain: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming.	
	Pacific: California, Oregon and Washington. (Alaska and Hawaii as destinations only)	
Destination	State or country visited (not a pass through).	
DMA	Designated Marketing Area. DMAs are areas of television coverage defined by counties that are based on surveys conducted by Nielsen Media Research.	
Family	A “family” includes the household head and all relatives who are currently members of the household.	
Family Income	The total combined annual income of the household before taxes.	
Household	Comprises all persons who occupy a “housing unit”, that is, a house, an apartment, or other group of rooms, or a room that constitutes separate living quarters.	
Length of Stay	The number of nights spent on entire trip.	
Lifestage	Young Singles:	1 Member Household Age of Head under 35
	Middle Singles:	1 Member Household Age of Head from 35 to 65
	Older Singles:	1 Member Household Age of Head over 65
	Young Couple:	Multimember Household Age of Head Under 45 Married or Non-related Individual(s) Of Opposite Sex 18+ Present No Children Present

Working Older Couple:	Multimember Household Age of Head 45 and over Head of Household Employed Married or Non-related Individual(s) Of Opposite Sex 18+ Present No Children Present
Retired Older Couple:	Multimember Household Age of Head 45 and Over Head of Household Not Employed No Children Present Married or Non-related Individual(s) Of Opposite sex 18+ Present
Young Parent:	Multimember Household Age of Head under 45 Youngest Child under 6
Middle Parent:	Multimember Household Age of Head under 45 Youngest Child 6+
Older Parent:	Multimember Household Age of Head 45+ Child at Home – Any Age
Roommates:	Unmarried Head of Household Living with a Non-relative 18+ of Same Sex

Lodging Information is gathered on five lodging categories: (1) homes of friends and relatives; (2) hotels, motels, and bed and breakfast establishments; (3) condominiums and time share; (4) recreational vehicles and tents; and (5) other.

Mode of Transportation Each trip is classified according to the respondent's answer to the question, "Primary and secondary transportation (mode)."
See air mode and auto mode.

MSA Metropolitan Statistical Area. MSAs are metropolitan areas defined by the Office of Management and Budget that have a distinct population nucleus and surrounding territory that has an economical and social relationship with the nucleus. MSAs are generally smaller geographic areas than DMAs.

Nights Away From Home	The number of nights spent away from home on one trip, including nights spent at the destination and en route. It is possible for a trip not to involve an overnight stay if the traveler took a trip of 50 miles or more, one-way, and returned home the same day.
Person-Trip	A person on a trip. If three persons from a household go together on one trip, their travel counts as one trip and three person-trips. If three persons from this household take two trips, they account for six person-trips. (A trip is counted each time a household member travels 50 miles or more, one-way, away from home or spends one or more overnights and returns.)
Purpose of Trip	Each trip is classified according to the respondent's answer to the questions "primary and secondary purpose" with these categories: (1) visit friends/relatives, (2) outdoor recreation, (3) entertainment/sightseeing, (4) other pleasure/personal, (5) business-general (e.g., consulting, service), (6) business-convention/conference/seminar, (7) combined business/pleasure.
Travel Party Size	Number of household members on a trip, including the respondent.

Appendix E. Counties in Major DMAs

Champaign&Springfield- Decatur	Illinois: Champaign, Christian, Coles, Cumberland, DeWitt, Douglass, Edgar, Effingham, Ford, Iroquis, Logan, Macon, Menard, Morgan, Moultrie, Piatt, Sangamon, Shelby, Vermilion Indiana: Warren
Chicago	Illinois: Cook, De Kalb, Du Page, Grundy, Kane, Kankakee, Kendall, Lake, La Salle, McHenry, Will Indiana: Jasper, Lake, La Porte, Newton, Porter
Columbia Jefferson City	Missouri: Audrain, Boone, Callaway, Chariton, Cole, Cooper, Howard, Maries, Miller, Moniteau, Montgomery, Morgan, Osage, Randolph
Dallas Ft. Worth	Texas: Bosque, Collin, Comanche, Cooke, Dallas, Delta, Denton, Ellis, Erath, Fannin, Freestone, Hamilton, Henderson, Hill, Hood, Hopkins, Hunt, Jack, Johnson, Kaufman, Lamar, Navarro, Palo Pinto, Parker, Rains, Red River, Rockwall, Somervell, Tarrant, Van Zant, Wise
Des Moines Ames	Iowa: Adair, Appanoose, Audubon, Boone, Calhoun, Carroll, Clarke, Dallas, Decatur, Franklin, Greene, Guthrie, Hamilton, Hardin, Humboldt, Jasper, Kossuth, Lucas, Madison, Mahaska, Marion, Marshall, Monroe, Pocahontas, Polk, Poweshiek, Ringgold, Story, Taylor, Union, Warren, Wayne, Webster, Wright Missouri: Mercer
Joplin-Pittsburgh	Kansas: Allen, Bourbon, Cherokee, Crawford, Labette, Neosho, Wilson, Woodson Missouri: Barton, Jasper, McDonald, Newton, Verson Oklahoma: Ottawa
Kansas City	Kansas: Anderson, Atchison, Douglas, Franklin, Johnson, Leavenworth, Linn, Miami, Wyandotte Missouri: Bates, Caldwell, Carroll, Cass, Clay, Clinton, Daviess, Gentry, Grundy, Harrison, Henry, Jackson, Johnson, Lafayette, Linn, Livingston, Pettis, Platte, Ray, Saline
Memphis	Arkansas: Crittenden, Cross, Lee, Mississippi, Phillips, Poinsett, St. Francis Mississippi: Alcorn, Benton, Coahoma, De Soto, Lafayette, Marshall, Panola, Quitman, Tate, Tippah, Tunica Tennessee: Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Lauderdale, McNairy, Shelby, Tipton
Oklahoma City	Oklahoma: Alfalfa, Beckham, Blaine, Caddo, Canadian, Cleveland, Custer, Dewey, Ellis, Garfield, Garvin, Grady, Granat, Greer, Harnon, Harper, Hughes, Kay, Kingfisher, Kiowa, Lincoln, Logan, McClain, Major, Murray, Noble, Oklahoma, Payne, Pottawatomie, Roger Mills, Seminole, Washita, Woods, Woodward

Appendix E. Counties in Major DMAs (Cont.)

Omaha	Iowa: Adams, Cass, Crawford, Fremont, Harrison, Mills, Montgomery, Page, Pottawattamie, Shelby Missouri: Atchison Nebraska: Burt, Butler, Cass, Colfax, Cuming, Dodge, Douglas, Johnson, Nemaha, Otoe, Platte, Richardson, Sarpy, Saunders, Washington
Paducah Cape Girardeau Harrisburg Mt. Vernon	Illinois: Alexander, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Johnson, Massac, Perry, Pope, Pulaski, Saline, Union, Williamson Kentucky: Ballard, Caldwell, Calloway, Carlisle, Crittenden, Fulton, Graves, Hickman, Livingston, Lyon, McCracken, Marshall Missouri: Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Madison, Mississippi, New Madrid, Pemiscot, Reynolds, Ripley, Scott, Stoddard, Wayne Tennessee: Lake, Obion, Weakley
Quincy Hannibal Keokuk	Illinois: Adams, Brown, Cass, Hancock, McDonough, Pike, Schuyler, Scott Iowa: Lee Missouri: Clark, Knox, Lewis, Marion, Monroe, Ralls, Shelby
Springfield, MO	Arkansas: Baxter, Boone, Carroll, Fulton, Marion, Newton, Missouri: Barry, Benton, Camden, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Hickory, Howell, Laclede, Lawrence, Oregon, Ozark, Phelps, Polk, Pulaski, St. Clair, Shannon, Stone, Taney, Texas, Webster, Wright
St. Louis	Illinois: Bond, Calhoun, Clinton, Fayette, Greene, Jersey, Macoupin, Madison, Marion, Monroe, Montgomery, Randolph, St. Clair, Washington Missouri: Crawford, Franklin, Gasconade, Iron, Jefferson, Lincoln, Perry, Pike, St. Charles, St. Francois, St. Louis, Ste Genevieve, Warren, Washington, St. Louis City
Tulsa	Kansas: Chautauqua, Montgomery Oklahoma: Adair, Cherokee, Craig, Creek, Delaware, Haskell, Latimer, McIntosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Pawnee, Pittsburg, Rogers, Tulsa, Wagoner, Washington
Wichita-Hutchinson Plus	Kansas: Barber, Barton, Butler, Chase, Cheyenne, Clark, Comanche, Cowley, Decatur, Dickinson, Edwards, Elk, Ellis, Ellsworth, Finney, Ford, Gove, Graham, Grant, Gray, Greeley, Greenwood, Hamilton, Harper, Harvey, Haskell, Hodgeman, Kearney, Kingman, Kiowa, Lane, Lincoln, Logan, McPherson, Marion, Meade, Mitchell, Morton, Ness, Norton, Osborne, Ottawa, Pawnee, Pratt, Rawlins, Reno, Rice, Rooks, Rush, Russell, Saline, Scott, Sedgwick, Seward, Sheridan, Sherman, Stafford, Stanton, Stevens, Sumner, Thomas, Trego, Wallace, Wichita Nebraska: Dundy

Appendix F. SIC Codes and Descriptions for Tourism-Related Industries in Missouri.

The taxable sales revenues from tourism-related industries data supplied by Missouri's Department of Revenue are based on the following 17 industry classifications:

SIC Code	Description
5811	Eating Places Only
5812	Eating and Drinking Places
5813	Drinking Places – Alcoholic Beverages
7010	Hotels, Motels and Tourist Courts
7020	Rooming and Boarding Houses
7030	Camps and Trailing Parks
7033	Trailing Parks and Camp Sites
7041	Organization Hotels and Lodging House
7920	Producers, Orchestras, Entertainers
7940	Commercial Sports
7990	Miscellaneous Amusement and Recreation
7991	Boat and Canoe Rentals
7992	Public Golf Courses and Swimming Pool
7996	Amusement Parks
7998	Tourist Attraction
7999	Amusement Not Elsewhere Classified
8420	Botanical and Zoological Gardens

The employment in tourism-related industries data supplied by Missouri's Division of Employment Security are based on the following 15 industry classifications:

SIC Code	Description
5810	Eating and Drinking Places
5812	Eating Places
5813	Drinking Places
7011	Hotels and Motels
7021	Rooming and Boarding Houses
7033	Recreational Vehicle Parks and Campgrounds
7041	Organization Hotels and Lodging Houses, on Membership Basis
7922	Theatrical Producers
7929	Bands, Orchestras, Actors and Entertainment Groups
7941	Professional Sports Clubs and Promoters
7948	Racing, Including Track Operations
7992	Public Golf Courses
7996	Amusement Parks
7999	Amusement and Recreation Services, Not Elsewhere Classified
8422	Arboreta and Botanical or Zoological Gardens